

... FEBRUARY, 1942

THE MANUFACTURING CONFECTIONER

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

How motion-time analysis aids in determining "best" methods and in training employees in these methods is told by Beth McCurdy this month.

* * *

OTHER FEATURES

Foreman's Responsibility in Production

Corn Sugar and Confectionery

Candy Clinic

Industry and Supply Trade News

An Interesting Candy Box

Packaging Clinic

Packaging News

READ. CHECK. FORWARD

<input checked="" type="checkbox"/> President
<input type="checkbox"/> General Manager
<input type="checkbox"/> Sales Manager
<input type="checkbox"/> Advertising Manager
<input type="checkbox"/> Superintendent
<input type="checkbox"/> Purchasing
<input type="checkbox"/> Chemist



OIL OF LEMON
U. S. P.

Forecast...

SUPPLY — Adequate for all normal uses

QUALITY — Unexcelled

PRICES — Fair at all times

Exchange Oil of Lemon is made by the
world's largest group of Lemon Growers

NOW OUTSELLS

ALL OTHER BRANDS COMBINED

4 TO 1

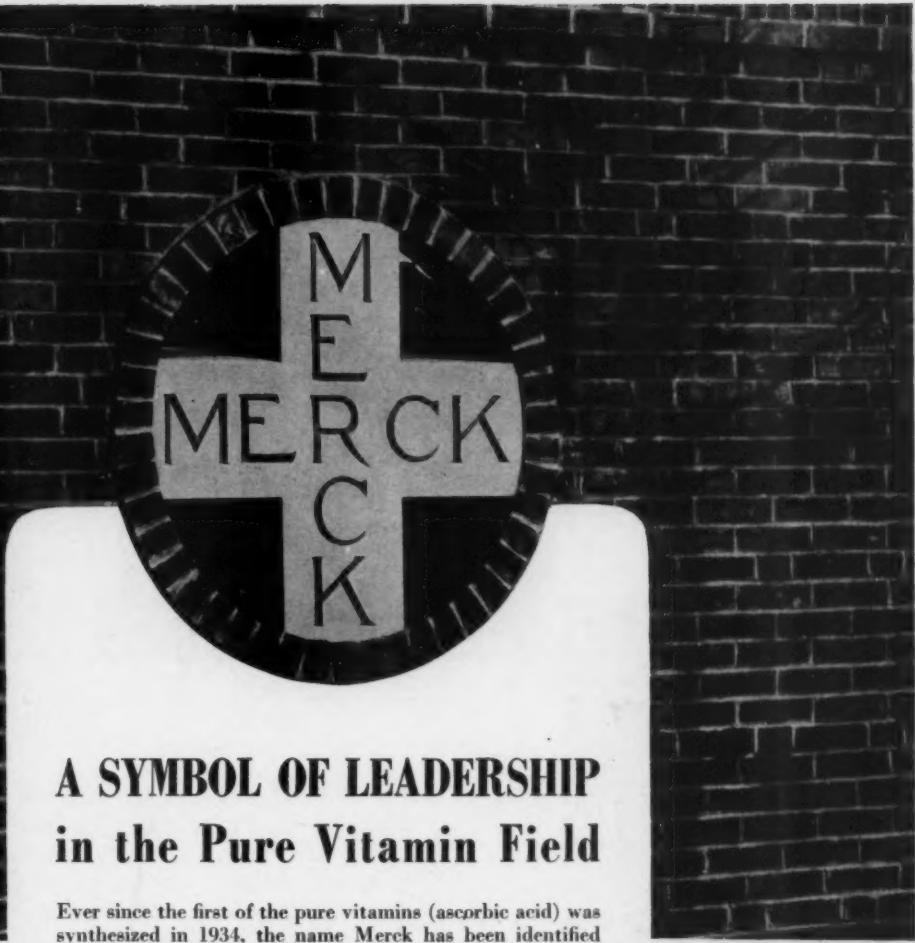
Copr., 1942, California Fruit Growers Exchange, Products Dept.

Sold to the American Market exclusively by

FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York, N. Y.

DODGE & OLcott COMPANY
180 Varick Street, New York, N. Y.

Distributors for: CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS DEPARTMENT, Ontario, California
Producing Plant: Exchange Lemon Products Co., Corona, California



A SYMBOL OF LEADERSHIP in the Pure Vitamin Field

Ever since the first of the pure vitamins (ascorbic acid) was synthesized in 1934, the name Merck has been identified with leadership in the synthesis, development, and production of these vitally important substances.

The growing list of Merck contributions in this field emphasizes the outstanding rôle being played by Merck chemists and their collaborators in making available pure vitamins of known and uniform potency.

As the foremost manufacturer of pure vitamins, Merck & Co. Inc. offers the confectioner an established and dependable source of pure crystalline Vitamin B₁.

Backed by thorough experience, extensive resources, modern and rapidly-expanding production facilities, Merck is well qualified to serve manufacturers who are preparing to improve their products through the addition of this important vitamin.

*Our scientific staff and laboratories
are prepared to serve you.*

VITAMIN B₁ MERCK

(Thiamine Hydrochloride)



Isolation of a Vitamin



Chemical Assay of Vitamin B₁



Analytical Test in Vitamin Procedure

MERCK & CO. INC. Manufacturing Chemists RAHWAY, N. J.
New York • Philadelphia • St. Louis
for February, 1942

In Canada: MERCK & Co. Ltd., Montreal and Toronto

page 3

BACKGROUND VALUES... a PART of the product, APART from the price

Right: This is a part of our Flavor Research Laboratory. Much of this Division's work today is devoted to studies of domestic agricultural products as a possible replacement source for certain needed materials once imported from abroad. In the interests of future supplies, this work is highly important. It is in the capable hands of trained specialists, aided by precision laboratory equipment of the most advanced types.

Below: Percolation of fruit by-product for color replacement and modern laboratory press for extraction of oil and water from seeds, nuts, fruits, plants, etc.



*I*F YOU want to get the most out of your flavor purchases, bear in mind that what's in the bottle is largely affected by what's behind the bottle. In other words, the care with which a flavor is produced, the skill and experience that enter into its formulation and the many details of exacting control, from raw material to finished product—all of these *background* values contribute to the quality of the flavor, to its fidelity of effect and to its actual economy of use.

In this and future advertisements we hope to show the user of FRITZSCHE Flavors how—from the highly technical work of our research specialists to the minutest detail of packaging—he is receiving added dividends in values which are a *part* of these products, *apart* from their price. By being a consistent user of F. B. Flavors you can assure yourself the utmost in quality, satisfaction and economy for your money.



FRITZSCHE BROTHERS, Inc.
PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

BOSTON CHICAGO LOS ANGELES ST. LOUIS TORONTO, CANADA MEXICO, D. F.
FACTORIES AT CLIFTON, N. J. AND SEILLANS (VAR) FRANCE

Manufacturers and Suppliers
of HIGHEST GRADE FLAVORS,
SEASONING COMPOUNDS and
ESSENTIAL OILS

e price

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

Vol. XXII, No. 2

February, 1942

Founder
EARL R. ALLURED



Publisher and Editor
PRUDENCE W. ALLURED

Associate Editor
OTTO F. LIST

Eastern Manager
WILLIAM C. COPP

English Representative
L. M. WEYBRIDGE

36 Victoria St. London S.W. 1

* * *

SUBSCRIPTION PRICE: ONE YEAR, \$3.00
TWO YEARS, \$5.00 PER COPY, 35c

Entered as Second Class Matter at the Post Office
at Pontiac, Illinois, under the act of March 3, 1879.
Copyright, 1942, Prudence W. Allured.



IN THIS ISSUE

Foreman's Responsibility.....	G. M. Poverud	11
A.R.C. Convention Plans.....		12
Motion-Time Analysis (Part II).....	Beth McCurdy	13
Foreman's Notebook.....	Moyer & Aylesworth	15
Corn Sugar's Place in Sugar Control.....	W. H. Childs	16
Industry's Candy Clinic—Chewy Candies.....		17
Brokers Render Real Service.....	Paul Semrad	23
News of the Supply Trade.....		24
Confectioners Briefs		26
Interesting Candy Box Design.....	H. C. Thomas	29
Candy Packaging Clinic.....		32
Packaging News		37
The Clearing House (Classified Advertising).....		38
Advertisers' Index		42

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

Publishers of

THE MANUFACTURING CONFECTIONER - CANDY PACKAGING - THE CONFECTIONERY BUYERS DIRECTORY
Publication Office: Pontiac, Illinois

Executive Office
400 West Madison St. (Daily News Bldg.)
Chicago, Illinois, Telephone Franklin 6369



Eastern Office
71 West 23rd St., New York City, N. Y.
Telephone Gramercy 5-5958

Serving
Confectioners
for
35 YEARS

QUALITY

UNIFORMITY

SERVICE

CONFECTIONERS CRYSTAL **3 STAR** CORN SYRUP

CONFECTIONERS STARCHES
CEREOSE, PURE DEXTROSE SUGAR

CORN PRODUCTS SALES COMPANY
17 BATTERY PLACE, NEW YORK, N.Y.



OIL OF ORANGE
U.S.P.

America's
most called-for
ORANGE FLAVOR

- FINEST FLAVOR
- TRUE ORANGE AROMA
- EXCEPTIONAL STABILITY

Ask our jobbers for samples

DODGE & OLcott COMPANY • FRITZSCHE BROTHERS, INC.

180 Varick Street, New York, N.Y.

76 Ninth Avenue, New York, N.Y.

Distributors for CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS DEPARTMENT, Ontario, California
Producing Plant: The Exchange Orange Products Company, Ontario, California

Copyright 1942 California Fruit Growers Exchange, Products Dept.



Extra Service AT NO EXTRA COST!

The extra service you enjoy—at no extra cost—when you use KOHNSTAMM COLORS and FLAVORS, includes the recognized skill and experience of our laboratories. Also, rigid manufacturing controls that guarantee the quality and purity of these vital ingredients. We offer over 90 years of painstaking research in the development of attractive colors and taste appealing flavors. Many manufacturers turn to the House of Kohnstamm confidently for the finest in Colors and best in Flavors, and the able assistance of our laboratories on any confectionery problem.

First PRODUCERS of CERTIFIED COLORS



H. KOHNSTAMM & CO., INC.

89 Park Place, New York, N. Y.

11-13 E. Illinois St., Chicago, Ill.

Atlanta Baltimore Boston Cincinnati Cleveland Dallas Detroit
Los Angeles Minneapolis New Orleans Philadelphia St. Louis



THE GREER COATER

THOUSANDS OF DOLLARS

were spent during 1941 modernizing Confectionery Plants.
GREER MACHINERY played an important part
in this MODERNIZATION; but . . .

There are still many plants to be brought up to date in
order to meet competition.

In spite of the War we must all keep our eyes on the
future. We must plan ahead and, because deliveries of all
equipment are bound to be a bit slower for the next few
months or years, we urge you to anticipate your requirements
as far in advance as possible.

Write Us for Complete Details Regarding

GREER STREAMLINED COATING AND COOLING UNITS

as well as other Greer Confectionery Machines

CHICAGO

SAN FRANCISCO

J. W. GREER CO.
CAMBRIDGE, MASS.

NEW YORK

LONDON



FIRST CLUE TO FLAVOR IS COLOR

Only color can seize the hurried shopper's eye and invite him to try how really good your candy tastes. Exactly the right color makes the sale. Exactly the right color — uniformly repeated — makes a steady customer.

National, pioneer domestic producer of U.S. Government Certified Food Colors, makes the most complete line of Primary Colors and Blends. With its 35 years experience in helping food manufacturers meet every requirement of shade, strength and uniformity, National Certified Food Colors merit your careful consideration.

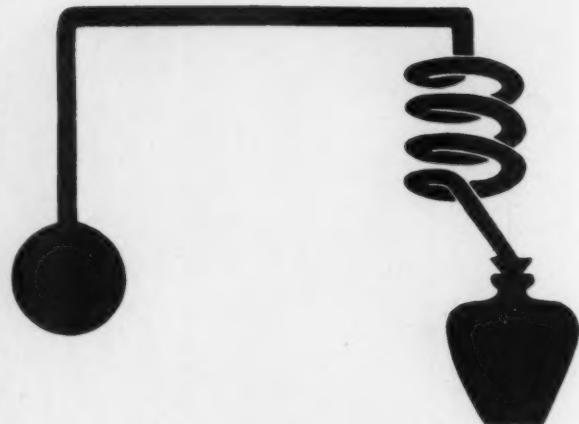
We invite you to use National Technical Service for color matches, formulas or other helpful data.



Certified Food Color Division

NATIONAL ANILINE DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET NEW YORK, N.Y.

BOSTON PHILADELPHIA GREENSBORO CHATTANOOGA
PROVIDENCE SAN FRANCISCO ATLANTA PORTLAND, ORE.
CHICAGO CHARLOTTE NEW ORLEANS TORONTO



"Bajo Brand"

Oil of Lemon
U.S.P.

Oil of Orange
U.S.P.

Gives You
FLAVOR
AROMA
STABILITY

Please inquire of us for all

Flavors

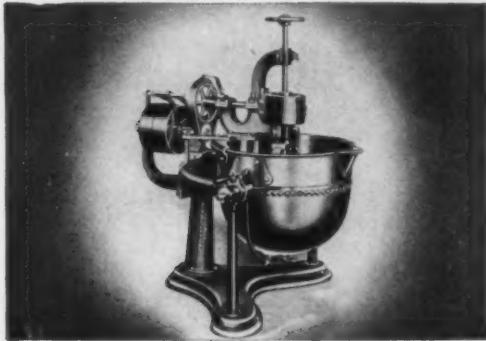
STANDARD SYNTHETICS, Inc.

119 W. 25th St., New York, N.Y.

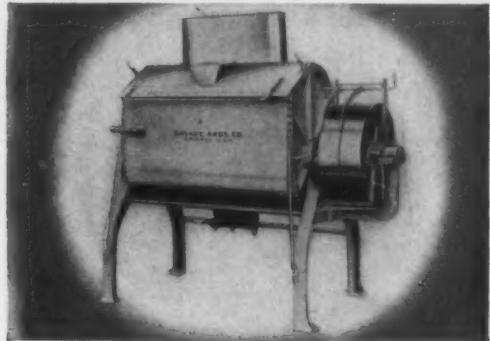
T. M. DUCHE & SONS
117 Hudson St., New York, N.Y.

SAVE WITH A "SAVAGE"

Machinery and Equipment made by SAVAGE has set an 85-year record for low-cost operation and maintenance. Close cooperation with confectionery manufacturers enables SAVAGE to anticipate your own needs.

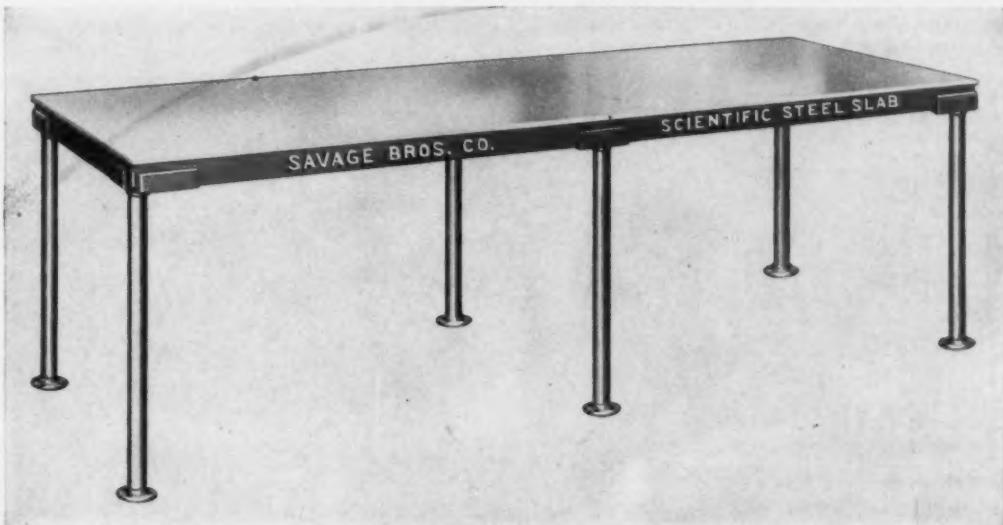


TIPLITING MIXER. Adaptable for caramel, nougat and coconut batches. Double action agitator. Belt drive or motor drive. Sizes 25, 35 and 50 gallon.



OVAL TYPE MARSHMALLOW BEATER. 100% sanitary. More beating space for volume. Faster heat discharge. Quick cooling. 150 and 200 pound sizes. Belt or motor drive.

SAVAGE SCIENTIFIC HEATING-COOLING SLAB. Even heating or cooling at all times. *No hot spots.* Will cool 20% faster. Withstands 125 lb. working pressure. Legs adjustable. *Completely fool-proof.* Perfect for Bottomer Cooling Tables.



We manufacture a full line of machinery and equipment for the confectionery plant. Write for descriptive literature. Exclusive manufacturers of the labor-saving SISCO NUT ROLLING MACHINE. It pays to check with SAVAGE before you buy.

We carry a large stock of rebuilt machinery. Write us about your requirements.



SAVAGE BROS. CO.

2638 GLADYS AVE., CHICAGO, ILLINOIS

THE ADVENTURES OF ELMER GOOF

A fictional character is Elmer Goof
From all modern ways he stands aloof!
His faults we present with visual proof,
To unmask the "Elmer" under your roof!



*When it came to measuring flavor
Elmer had very little in his favor!
He did things the old-fashioned way,
Out of a big can he poured all day.*



MM&R "bottled to your formulae" FLAVOR OILS are easier to handle; easier to dispense; eliminate almost all spillage and loss from deterioration and evaporation, (a big "loss item" when oils are packed in big cans).



*In his measuring, Elmer was lavish,
Much to the distress of boss McTavish,
Oh, why couldn't Elmer be more discreet,
Instead of flavoring so darned sweet.*



Flavoring inaccuracies are avoided, measuring out of flavor unnecessary with MM&R FLAVOR OILS, bottled in sizes to fit your formulae requirements. (You use a complete unit for each batch)—it saves time, assures accuracy.



*A tedious work and very boring
Is Elmer's job of flavor oil pouring.
While he casts a glance so adoring,
The Oil of Lemon is over the flooring!*



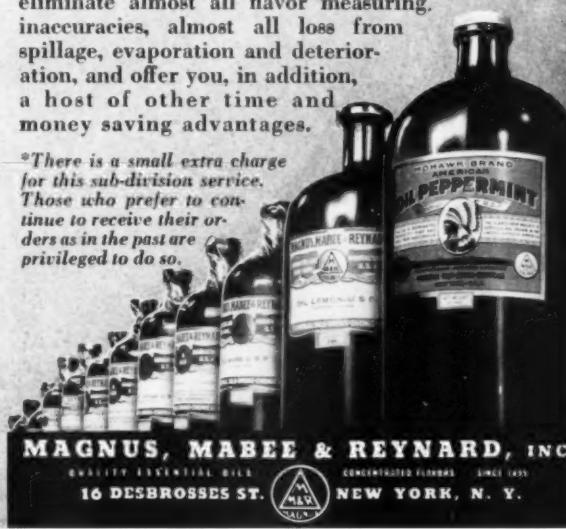
Simplicity of use is the big factor in favor of MM&R QUALITY FLAVORS in bottle units. Users report that it saves money and time when you order flavors packaged this modern way.

MM&R FLAVOR OILS

Packaged in uniform bottles* in sizes to fit your flavoring requirements

These smaller packages save time lost in measuring out of the usual large containers . . . eliminate almost all flavor measuring, inaccuracies, almost all loss from spillage, evaporation and deterioration, and offer you, in addition, a host of other time and money saving advantages.

*There is a small extra charge for this sub-division service. Those who prefer to continue to receive their orders as in the past are privileged to do so.





Foreman's Responsibility —

How do you measure up?

by G. M. POVERUD

Most industrial plants are segregated into departments. Such departments are run or supervised either by a department manager, foreman or forewoman. They are the link between the production management and the labor. Such positions carry with them obligations and responsibilities which sometimes are not fully recognized or understood by the individuals at the heads of these departments, nor, as it also happens, by some managements.

Let us take a look at a foreman's job, and some of his obligations and responsibilities.

When you were installed as a departmental head, the production manager might well have addressed you something like this:

"We have chosen you as being the best fitted to take charge of Department M2. Or in other words, we are giving you this part of the plant on "lease", as it were, to run it to the best of your ability.

"The machinery and implements have a certain value, its floor space has a rental value and the output or production has a sales value according to how well you use the material, power and labor supplied you. These represent some of your obligations to us. We lease or lend all this to you. You will be in full control, under the direction of the production management. You realize, of course, that with such obligations follow a great many responsibilities—not only to your management, but also to those whom you are to manage.

"In the first place, you are responsible for a close cooperation and understanding between management and labor. It is up to you to explain the instructions and wishes of the management to those under you in such a way that there will be no misinterpretations and misunderstandings. It is also up to you to keep the management posted as to the feelings of your staff towards the management at all times. If you can inspire confidence in management and labor, your headaches will be few, but to inspire this confidence, you must have an intimate knowledge of your duties, a fair judgment and patience.

"You are responsible for the proper care of the machinery and implements used in the department, also for the raw material, output, waste, housekeeping, etc. You are responsible for, and to, the labor in your charge, that they be treated with consideration and kindness.



G. M. Poverud

Mr. Poverud's association with the confectionery industry here and abroad covers a period of 37 years. It includes service with such well-known firms as Freia in Oslo; Globus in Copenhagen; Nider in Trondhjem; Pascall in London; Caley in Norwich; Rockwood in Brooklyn; Eatmore in Pittsburgh; and Baker in Dorchester. He also has served two well-known supply firms in the chocolate equipment industry. In his executive positions with various confectionery and chocolate firms, his record stresses particularly his sound organizing ability, his success in labor relations, his capacity for increasing efficiency of production, and his thorough knowledge of modern methods and machinery. He speaks with considerable authority on management and production problems, since his own rise has been through the ranks and has been marked by a keen perception of the critical factors in efficiency and quality confectionery.

Another of your responsibilities lies in maintaining full cooperation between your department and other departments, such as the planning department from which you receive our production schedules. In short, you are responsible for the efficiency of Department M2 and its contributions towards the final result. Your department is a vital part of an industrial plant, and your department's efficiency is a reflection of your own efficiency.

"Now, these are some of your obligations and responsibilities. There are others of course, but these are fundamental. Do you clearly understand what we ask of you? Does it overwhelm you, or have you got con-

fidence in yourself and your ability. If you have, the position is yours."

If you accepted, as you no doubt did, the peroration of the manager's speech might have sounded something like this:

"Fine! Glad to find that you are not afraid of the undertaking. Dept. M2 is your responsibility from now on. Tomorrow morning we will introduce you to your labor staff in the department as their future foreman, asking them to give you the same close cooperation as they have given us in the past. Department M2 will in time tell us both whether we were right or wrong in our selection.

"But before you leave, we would like you to know the composition of the yardstick used in your selection—here it is:

Do you inspire confidence?

Have you the knowledge and ability needed for the job?

Do you realize the importance of your obligations to the management and labor? Have you a clear understanding of the responsibilities which will be placed on you?

Do you know how to handle and organize the most important assets in the department—the labor, so as to achieve the highest efficiency?

Maybe, you could use the essence of this yardstick in the choice of your own staff."

So may one manager have spoken. However it matters little what words are being used as long as you have been informed of your obligations and responsibilities, and you have accepted them. From there on it is up to you. It is up to you as departmental head not only to see that the production schedules and instructions received are carried out, but that they are carried out in a department of high standard "housekeeping."

It is not enough that your department's production is increased if it is at the cost of increased waste in raw material and labor. A well known excuse for such inefficiency goes something like this:

"What can I do—we work up to the last minute, and I am not given any time for cleaning up. I do not get any extra help for this, and the management will not spend any money for improvements."

A department need not and should not be untidy. There is always a prearranged place for everything, and if there isn't, there should be. It is up to you to teach your staff the real meaning for the word efficiency. Do not expect the management to clean your department for you. Make your department orderly by organized methods and the management will then help you with further improvements if necessary, when they find that you can not improve it further without their help.

As we all have our shortcomings, some more than others, let us remember the manager's yard stick, and let us all, once in a while, find out how we are measuring up to it.

Mario Gianini Made Candy Executives Head

At the annual meeting of the Candy Executives and Associated Industries Club of New York, Jan. 20, M. A. Gianini, superintendent of Wallace & Co., Brooklyn, was elected president, succeeding Harry Wischmann, Wischmann Chewing Gum Co., Brooklyn. Mr. Gianini has been treasurer of the Club for the past several years. Other officers named include: Harry Altman, Metro Chocolate Co., Brooklyn, first vice president; Bruce McConvey, Fanny Farmer Co., New York, second vice president;

Andrew Henning, Mells Manufacturing Co., treasurer, and Charles Dillon, White-Stokes Co., secretary. Three new directors include: William Ackerman, American-Maize Products Co., and Mr. Gianini and Mr. McConvey. Incumbent directors include: Robert Bergin, Harry Altman, Harry Wischmann, Peter Loreys, Charles Dillon, David P. O'Connor, Walter Haug, F. J. Slavin, and Andrew Henning. After the election, President-elect Gianini presented retiring-President Wischmann a gold watch on behalf of the members.

E. M. Johnson Heads Industry Division of Sugar Board

E. M. (Ed) Johnson of Chicago has been chosen to represent the confectionery, chocolate and chewing gum industries on the Sugar Board in Washington. He has been named chief analyst on matters pertaining to the three above-mentioned industries and will work directly under E. A. Bowman, chief of the sugar section, Food Supply branch of the War Production Board. He brings to his new position a wealth of practical experience which will be valuable to the Board and to the industries which he represents.



E. M. Johnson

Mr. Johnson came to the confectionery industry in 1907 after working a span of years as an engineer with the American Telephone and Telegraph Co. He left A. T. & T. to become secretary and general manager of the old J. H. Phelps Co., Cleveland, Ohio, of which he later became president. In 1926 he accepted a position with Curtiss Candy Co., Chicago, where he remained for three years. He then became a member of the executive staff of the Williamson Candy Co., Chicago, and remained here for six years. Upon his resignation, he set up his own office in Chicago as a consultant to the confectionery industry on plant policy, layout and arrangement, and production problems. To these activities he later added representation in the middle western territory for J. W. Greer Co., Cambridge, Mass., and in 1938 he was made manager of the western sales division for Greer. He has been a member of THE MANUFACTURING CONFECTIONER'S Candy Packaging Clinic Board since inception of the Clinic service eight years ago, and he has also contributed editorially to this publication. Several weeks ago Mr. Johnson was invited by Mr. Bowman to become a member of the staff of the sugar section, and he took up his duties in Washington immediately. He will devote himself entirely to this work for the duration of the war. By experience and temperament Mr. Johnson is extremely well suited to assist in the work of equitable sugar distribution during the present emergency.

Newspaper Tells About Licorice in Interview

Licorice and one of the principal companies manufacturing licorice candies were discussed at length recently in a feature article carried in the Moline (Ill.) *Daily Dispatch*. The material printed was obtained by one of the newspaper's feature writers in an interview with Ernest A. Huth, general manager of the National Licorice Company, Moline. The article traced the history of licorice back to ancient days of Alexander the Great and King Tut-Ankh-Amen, and covered the significance of the company in the confectionery industry generally and in the Moline industrial area particularly. Mr. Huth reported that about 10 tons of licorice candies move to the trade from National's Moline plant every day.

Time and Motion Factors

In candy plant operating costs

by BETH McCURDY

Part II. Training Employees

In the first portion of this series (M.C., Nov. 1941, p. 12), we outlined the three most common methods used in industrial plants for determining how work methods are to be set up and how training in these methods should be accomplished. The three methods commonly used today are simple observation, time study, and motion-time analysis, the latter being by far the most scientific and positive approach to the entire problem.

There is always a question in the minds of management as to proper designation of the responsibility for determining the methods to be used and for the training of the employees in these methods. Let us follow through more carefully and see what actually goes on in a plant. If the observation method is used, we find that an observer simply watches an operation preparatory to setting a rate upon it. In the time study method, we find the timer ready to take a stopwatch reading of an operation preparatory to setting a rate.

If delays and lost time are part of the operation as performed by the operator being observed or timed, and the operator is putting forth his best efforts working with faulty motion combinations and faulty layout, he is not maintaining maximum production standards. This is definitely a management problem, not necessarily faulty labor, for the operator has supplied the willingness to work as instructed. The fault lies in the fact that management has not supplied sufficient instruction and control over the operation, and the worker has had to feel around for the method he thought best.

It is true, as a rule, that the more aggressive workers want piece work rates, for through them they are given an opportunity to increase their earning power by producing more than the standard requirements. Such workers usually try to find short cuts so that they can turn out more. This type of worker varies from the other type who is content with time work and generally adheres to a single way of doing things (in most cases, the method which requires the least amount of concentration.)

But is either of these groups the one who should set standards of operations? Does either type of worker realize the full value of the "shortest distance between two points," or perfectly balanced simultaneous move-

Bibliography on Motion-Time Analysis and other pertinent printed information has been submitted for listing with Miss McCurdy's article by A. B. Segur Company. It was Mr. Segur himself who developed the Motion-Time Analysis system, and his "Story of Motion-Time Analysis" may be obtained from the company. Other literature touching upon phases of the question are contained in the following published works:

- Primer of Scientific Management, by F. B. Gilbreth (Van Nostrand)
- Motion Study, by F. B. Gilbreth (Macmillan)
- Fatigue Study and Applied Motion Study, by F. B. Gilbreth (Macmillan)
- Management Handbook, by L. P. Alford
- Laws of Management, by L. P. Alford
- Industrial Economies, Dexter S. Kimball

ments, or the losses of time and motion sustained by holding an object with one hand instead of using a support for the object and working with both hands, or the need of placing materials directly in front of him to cut down time losses from twisting or bending the body, etc.? It is very doubtful.

In dealing with factory workers for a number of years, it has been my conviction that it should not be the workers' responsibility to determine the methods they use. Walk through your plant and choose the fastest and most aggressive workers on the floor. Am I not right in saying that the "fastest" ones are more interested in keeping up the good work than in devising better ways and means and methods of doing their job, and these "fast" workers are kept on their own operations so that production volume holds up? The more aggressive workers, the ones who ask intelligent questions and show a marked tendency toward "getting ahead," are the ones usually selected as supervisors, or for the shipping department, or for factory office positions with increases in salary. Thus, it is practically impossible for im-

proved methods to come from the workers themselves and management must not rely on them for improvements.

The answer for management is that it must provide sufficient analysis of production and methods, instruction and control over work procedures and manufacturing operations to insure the lowest operating cost and best quality of product. Motion-time analysis provides the proper means for analyzing an operation into its integrated motions and of finding the reasons behind each motion. The analysis will show how much is being done and how much *could* be done in the same amount of time, through instruction in scientifically tested methods.

Training employees is as essential as revising faulty methods. This training should begin with the foremen, supervisors and foreladies so that they realize the value of new methods to be installed and get into sympathy with the new training program. Without their full co-operation nothing can be accomplished.

In one midwestern factory where a definite time study system is used and directed by three full-time time study men, methods are set up by the forelady in charge of a department. The reasoning is that the forelady has had experience in her department's type of work and knows her girls. In one particular case this was true and the forelady was also a very hard worker. But she had joined the company about 1915 and had worked there ever since. She belonged to the "old school" of packers and still believed in the "war methods" of heavy lifting and pulling that was done by women who replaced men in industry during World War I. Walking, lifting and bending at the waist are movements the time study analyst tries to eliminate because these movements consume time and they are fatiguing. Yet all three of these movements are still very much a part of the operations in the departments of this forelady. When I spoke to her about some slight variation in the operations under her care, her comment was, "Some people are always trying to change things. I get along fine with my girls, they work hard, make their rate every day, and I have no kick to make." She never realized that just one slight variation in the method of doing things might be of direct benefit to every girl in her department!

This is how the rate was set for this department. The forelady had eight girls individually caddy packing bon bons, and she had shown them, herself, how it was to be done. After a few days the time study was made, checking four of the fastest girls. By this time all eight girls were using the same motion principles as taught, but each one had developed her own individual style to the point where "it" was the best way to pack and the only way each one could use it. Obviously, there cannot be eight "best" ways, but in this case the rate was established on the average time of the four clocked, plus a small adjustment for fatigue and delays. But no analysis of the methods was made.

Along with the training of the supervisory staff, to help them understand and install new methods, the supervisor should also be taught to use the same operators for the same jobs, wherever possible. This seems very obvious, but in at least one factory no thought is ever given to it. The forelady has a great many operators under her and she controls more than one department. The majority of her operators are all-around girls who can do any one of a half dozen jobs if called upon, and do them well. This is all very fine from the standpoint of the employee—a year-round job—and

fine for the employers—less seasonal turnover. But the practice can also lead to definite losses unless watched carefully.

One of the departments headed by this forelady, chocolate packing, operates only part of the year. A few of the "old timers" are taken from general packing to chocolate packing when the season begins. The rest of the crew in this department consists of new girls hired for the Fall rush season only. The number of the chocolate packing crew is not standard owing to problems of scheduling in this factory, and the variety of items packed. One day only six operators may be needed, the next day, perhaps 30. The established crew numbers about 25 girls. When they are not needed in chocolate packing, they are distributed to other departments for a day or so. By the time they are needed back in chocolate packing, the forelady, with many other things on her mind, has forgotten who was on her chocolate packing crew in the first place, and where each one was sent, so that when the time for another distribution comes, many of these original chocolate packing girls are sent to yet another department.

Under these circumstances, what chance has an operator to really produce when she is doing different types of work on different jobs perhaps each day for a period of a week or two? The above situation is not an exaggeration; it occurs every time one department gets busier than another, and the result is that one department is getting out its quota at the expense of another, and no department is really achieving maximum efficiency.

Can you picture in your mind the training problems existing when these upheavals are a daily occurrence? Briefly, let us look at this and see what happens:

1. Training of new help is done by the forelady, foreman and/or assistants. These people are all busy with daily routines, so at best the new operator will be shown the operation once or twice and then left to her own devices to work out a routine as best she can.

2. There is no time allowance for follow-up on the new help to see that each new operator is doing the work right, but it is left to the experienced old help to keep an eye on the work of the newcomers. The failure of this plan lies in the fact that operators on a piece work basis are much too busy with their own production to pay much attention to the newcomer. If all are working on a group piece work basis, the experienced help may, however, bully the newcomer along into doing faster work. The result often is poor quality. On time work, the presence of new help is often a good excuse for old and new operators to slow down on production and take it easy, if the entire work of the department is not checked periodically.

3. Because of a lack of standardized packing conditions, and differences in characteristics of materials among the various departments, the shifted employee is not able to carry over a transfer of training from one department to another, and must be taught anew in each department.

4. The "new" employee so shifted often feels that she doesn't know the operations well enough to be left alone, and under the described circumstances the department evidently does not care how she works or they would give her better instruction at the start, and definite follow-up on this instruction. It is very satisfying to do a job well, but no operator can accomplish this without detailed training and considerable time for practice. In

this plant the new girls get neither, resulting in an indifferent attitude and a feeling that they are not a vital part of the firm.

Too often management does not realize the definite need for careful training in the plant. Firms will go to great expense to re-arrange departments for better working conditions. But unless they spend time and effort to train the employees to use the new methods and equipment, they will never get the full benefit of such changes.

An example of this stands out clearly in my mind. A certain packing department was operating at a loss. A supervisor was detailed to study the set-up and advise changes. The supervisor made a time study and a motion-time analysis, plotting production curves of the packers, proposed certain changes in methods for the next season, and set up a new cost rate in accordance with the analysis. In other words, this supervisor, through his detailed study of the department, was the most informed person in the entire firm with reference to this department, its personnel, its last year's problems, changes and new problems to be faced, and rates. Hence this supervisor was best fitted to train the employees of this department for the new set-up, new standards, and new rates. But what happened?

During the next slack season, this supervisor was dismissed. The recommendations, etc. were carried out in the following season. With one notable exception—the training. Thus, this firm had in its hands the facts to make this department profitable and the person who knew most about what it would take to "make this happen." Yet when the time came, only the facts were on hand and the training had to be left to someone perhaps only vaguely informed. The result was definitely a half job, where the retention of this supervisor might easily have shown such a clear-cut difference that there could have been no doubt as to the soundness, first, of the approach to the problem and then, of the recommendations coming out of the study. Without definite concentration on training by one who knows the training problems, the job is only half done.

Note: Next month, Miss McCurdy will discuss the establishment of labor cost rates based on time study and motion-time analysis.—Editor.

A.R.C. Convention Program in Work

Secretary William Blatner of the Associated Retail Confectioners of the U.S. reports that plans are rapidly going ahead for completion of the program for the annual convention of the A.R.C., to be held in New York the first week in June. An earlier report indicated that a thorough discussion of Packaging in war time would be discussed by a member of the editorial staff of an outstanding Packaging publication. This has been definitely scheduled. In addition, the program will feature six episodes in a retail sales training course; the Candy Clinic, which has become a regular feature; a round-table discussion on packaging and the open forum session at which prominent men from the confectionery and supply fields will answer questions and discuss problems; and the dioramas of windows trimmed for various holidays of the year. The social features of the convention are not yet ready for publication, but according to Mr. Blatner they will compare favorably with social activities of former conventions, and will include the annual banquet.

for February, 1942

THE FOREMAN'S NOTEBOOK

Every candy foreman has experienced, at some time or other, a real need for practical and authoritative suggestions and reminders on care of equipment. To further broaden its editorial service to the Industry, THE MANUFACTURING CONFECTIONER has arranged to bring in each month's issue a practical talk on the care of equipment or some mechanical problem. Equipment will operate more smoothly and have longer life if it is properly cleaned and serviced every day. This series of talks will be published in booklet form later.—The Editor.

Bottomer or Cooling Table Belts

★ The same procedure should be followed in the ordering, installation and care of Bottomer Belts as outlined in the January issue on Feed Belts.

Bottomer Belts are subjected to more abuse than any other belt on the production line because of two nose bars, a scraper bar and the moist conditions of the cooling table.

★ The Bottomer Belts should be run with as little tension as possible. This procedure will relieve any unnecessary strain on the belt as it passes over the nose bars and under the scraper bar.

Scraper bars should be used only to keep the surface of the belt clean and not to correct improper alignment. The latter is common practice and should be discouraged. Belts are damaged in very short time by such practice.

★ Scraper bars should be kept clean to prevent unnecessary wear on the surface of the belt.

Cooling tables having dry surfaces are most desirable. Proper air conditioning of the coating room will help to reduce sweating of the cooling table. This will result in bottoms setting quicker and belts running cleaner thus requiring less attention.

★ Treated Cooling Table Belts are recommended. The treatment increases the density of the belt thus accelerating the transfer of heat and resulting in quicker set up of bottoms. The treatment protects the fabric from moisture and the action of oils and butter in the goods being conveyed. The treatment helps to eliminate excessive shrinkage or stretch.

Experience has proved that if these suggestions are followed, you may be assured of more satisfactory operation of your Endless Feed and Bottomer Belts.

John M. Moyer
Howard Aylesworth



EDITORIAL



Candy and Sugar Control

Contrary to reports, rumors and hearsay, sugar is definitely on ration and will continue to be so for the duration of the war. Nobody is going to get all the sugar he wants, for industrial or household use, regardless of what happens to production, allocation of grain to the production of alcohol, or other measures taken to increase the supply. The rationing system has already been established, the Sugar board has been set up to distribute sugar as equitably as possible to all channels and classes of users, and it is utterly futile to argue or speculate over the justification for rationing, freezing of stocks, etc. It is very much to the point, however, to give deep and careful consideration to the attitude of our industry as a whole toward control measures, toward the men who have been appointed to administer the control, and toward safeguarding the industry's future in this war era.

So far the control measures affecting candy manufacturers have been relatively light. It is possible to produce a great volume of candy on the basis of 80% of 1941 sugar deliveries. Sales by manufacturers in 1941 were 20% ahead of 1940, according to figures just released by the Department of Commerce in cooperation with the National Confectioners Association. In other words, 1942 production under a 20% curtailment of sugar should range somewhere in the neighborhood of 1940 totals, which weren't bad. With other voluntary controls available to most manufacturers, such as reduction of lines, changes in sizes, etc., it should be possible to show a much higher profit margin on 1942 business than has been the case in many years. This is definitely on the good side. In addition, certain economies will result directly from simplification of lines, reduced sales expense, lower labor requirements and substantial reduction of return goods.

There is little of "politics" attached to the men who are administering the sugar control. A. E. Bowman, chief of the sugar section, and his assistant, A. A. Thompson, are capable men with plenty of experience in the food business; they are fair-minded and have but one desire, to help rather than hinder the industries who depend so heavily upon sugar. Mr. Johnson, who has been placed in charge of the work in the confectionery, chocolate and chewing gum industries, has had the broadest kind of experience in the executive as well as production branches of the candy business. He is in a particularly effective spot because he represents no special group or organization in the industry and can there-

fore function without prejudice or pressure. Mr. Dyer, Mr. Nemir, and the others who complete the Washington staff of the Sugar Board are well qualified by experience and judgment to administer the control. It is the avowed policy of the Board to hear all sides and to settle matters strictly upon the merits of each case.

Under a war economy, with its shortages, curtailments, priorities, and restrictions, it behooves an industry like ours to pursue an aggressive policy of information and enlightenment and to forget, for the time being, the extremely competitive manifestations which characterize our interrelationship in normal times. It is well to remember that a purely defensive attitude will net us nothing; will, in fact, make us vulnerable to attacks by pressure groups, thoughtless people and avowed enemies of our industry and its products. Thus, every individual manufacturing unit must contribute its bit, large or small, to the store of information upon which the industry as a whole may build its strongest and most effective story. We must provide evidence that will convince the public of the essential character of confectionery in the diet. Let's find out beyond a doubt just how much nutrition there is in, say, a five cent chocolate-covered peanut bar, or a nougat-center bar, or a nut-roll bar. Let's test the pick-up ability of a candy "snack" under varying conditions of fatigue. Let us test all of these things so that we can tell a *factual* story that is backed by conclusive data.

We must tell, again and again, the story of the nutritive quality of the raw materials and ingredients used in candy, the clean and healthful working conditions in our producing plants, the extreme care we take to protect our goods from filth and contamination, both in the plant and on the dealers' shelves. Further, we must cite in bold outline the importance of candy in the diet of our armed forces, both as an essential part of the Army's emergency ration as well as in the stock of Post Exchanges and canteens. We must show by clear evidence the part confectionery is playing in supplying between-meal energy for workers in defense plants and offices. We must give striking and widespread evidence of our complete willingness to cooperate with the nation's war effort even at a sacrifice to our individual or collective selves.

Much of the attitude against candy in the public mind and in the minds of many dieticians and others in the public gaze comes from ignorance of the true facts. An aggressive information policy is bound to produce salutary results if it is strongly fashioned and wisely administered.







THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus avail- ing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "pre- scripts" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Chewy Candies

CODE 2A42

Brilliant Mix Hard Candy 1 lb.—20c

(Purchased in department store,
Chicago, Ill.)

Sold in Bulk.
Size of Pieces: Good.
Colors: Good.
Stripes: Good.
Flavors: Good.
Gloss: Good.

Remarks: This is one of the best assortments of hard candy that the Clinic has examined this year at the price of 20c the pound.

CODE 2B42

Ribbon Candy—1 lb. 23c

(Purchased in department store,
Chicago, Ill.)

Sold in Bulk.
Colors: Good.
Stripes: Fair.
Flavor: Good.
Gloss: Fair.

Remarks: Suggest ribbon candy be a trifle thinner as it was hard to eat. Of course, we can not expect too much at the price of 23c the pound for Ribbon Candy.

CODE 2C42

Jar of Assorted Plastic Hard Candy—8 ozs.—25c

(Purchased in a retail candy store,
Boston, Mass.)

Appearance of Jar: Oval shape, red and gold seal printed in blue. Brass screw cap.

Size of Pieces: Good.
Colors: Good.

Stripes: Good.

Flavors: Not up to standard.

Gloss: Good.

Centers: Too hard and some pieces had very little center.

Remarks: While jar is cheaply priced at 25c for a half-a-pound of candy, it is not up to standard. Suggest a better grade of flavors be used and centers cooked softer and more used in all pieces.

CODE 2D42

Sugar Coated Nougat—1 lb.—20c

(Purchased in department store,
Chicago, Ill.)

Sold in Bulk.

Colors: Too bright.

Coating: Good.

Flavors: Rank.

Center:

Texture: Good.

Taste: Fair.

Remarks: The flavors used in this candy were of the cheapest kind. We feel sure nobody could eat a second piece as the flavors were rank.

CODE 2E42

Cut Rock—1 lb.—19c

(Purchased in department store,
Chicago, Ill.)

Sold in Bulk.

Size of Pieces: Good.

Colors: Good.

Inside Designs: Good.

Flavors: Good.

Gloss: Fair.

Remarks: Good eating cut rock and cheaply priced at 19c the pound.

CODE 2F42

Assorted Hard and Filled Hard Candy—1 lb.—19c

(Purchased in department store,
Chicago, Ill.)

Sold in Bulk.

Size of Pieces: Good.

Colors: Good.

Stripes: Good.

Flavors: Good.

Gloss: Good.

Centers: Good.

Remarks: The best assortment of this kind that the Clinic has examined this year at the price of 19c the pound.

CODE 2G42

Novelty Sandwich—10c each

(Purchased in department store,
Chicago, Ill.)

Appearance of Piece: Good. Piece looks like a sliced egg on bread. Plain cellulose wrapper.

Colors: Good.

Texture: Good.

Flavor: Good. Piece made from kernal paste, almond flavored.

Remarks: A good looking novelty but not large enough for a 10c seller.

CODE 2H42

Pretzel—10c each

(Purchased in department store,
Chicago, Ill.)

Appearance of Piece: Good. Piece is shaped like a pretzel, cellulose wrap- per.

Size: Small for a 10c seller.

Flavor: Made from kernal paste, al- mond flavor.

CANDY CLINIC SCHEDULE FOR 1942

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-Pound Boxes of Chocolates

MAY—Easter Candies and Packages; Molded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Mades; 5c-10c-15c-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good looking novelty, suggest it be spread out, to make it look larger.

CODE 2I42

Assorted Filled Hard Candy

—1 lb.—19c

(Purchased in department store, Chicago, Ill.)

Sold in Bulk.

Size of Pieces: Good.

Colors: Good.

Stripes: Good.

Flavors: Good.

Gloss: Good.

Centers: Good.

Remarks: One of the best filled hard candies that the Clinic has examined this year. Suggest flavor be checked up in the orange pieces, they were slightly off.

CODE 2J42

Jar of Assorted Hard Candy

—6 ozs.—25c

(Purchased in a drug store, Boston, Mass.)

Appearance of Jar: Good. Oval shaped, blue seal printed in gold, blue screw cap.

Size of Pieces: Good.

Colors: Good.

Stripes: Good.

Flavors: Good.

Gloss: Good.

Centers: Good tasting but too hard.

Remarks: Quality of candy is good. Very little dust and only three broken pieces. Suggest centers in the Buttercup be cooked softer.

CODE 2K42

Red & White Boot—10c each

(Purchased in department store, Chicago, Ill.)

Boot made of wax filled with a green cellulose bag of small mints tied with red ribbon.

Mints: Good.

Remarks: One of the best 10c novelty packages that the Clinic has examined at this price.

CODE 2L42

Jelly Beans—1 lb.—15c

(Purchased in department store, Chicago, Ill.)

Sold in Bulk.

Colors: Red and green. Green was almost blue, red was good.

Panning: Good.

Flavors: Good.

Center:

Texture: Good.

Flavor: Good.

Remarks: A good eating jelly bean. Suggest green color be changed.

CODE 2M42

Assorted Chocolates—1 lb.—70c

(Purchased in a retail shop, New York, N. Y.)

Box: White, printed in black and gold.

Coating:

Color: Good.

Gloss: Fair.

Strings: Fair.

Taste: Good.

Centers:

Molasses Chips: Good.

Pecan Taffy: Good.

Chocolate Taffy: Good.

Nougat: Good.

Brazils: Good.

Molasses Peanut Stick: Good.

Caramallow: Good.

Undipped nut Taffy: Good.

Undipped Caramallow: Good.

Remarks: Quality of candy is good but dipping was carelessly done.

CODE 2N42

Almond Shaped Chocolate

Hard Candy—1 lb.—49c

(Purchased in a nut shop, New York, N. Y.)

Sold in bulk.

Shape of Piece: Good.

Color: Too dark.

Texture: Good.

Taste: Fair.

Remarks: Suggest less cinnamon be used on outside of piece as it overcame the flavor.

CODE 2O42

Assorted Chocolate Miniatures

—1 lb.—60c

(Purchased in a retail store, New York, N. Y.)

Sold in bulk.

Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers:

Vanilla Caramels: Good.

Dates: Good.

Ginger: Good.

Pecans: Good.

Brazils: Good.

Cashew: Good.

Remarks: Assortment is too small. Candy is of good quality and well made. Cheaply priced at 60c. Most miniature chocolates are priced at 79c.

CODE 2P42

Assorted Salted Nuts—1 lb.—73c

(Purchased in a retail store, New York, N. Y.)

Sold in bulk.

Assortment: Pecans, cashew, brazils, walnuts and pistachios.

Size of nuts: Good.

Roasting: Good.

Salting: See remarks.

Texture: Good.

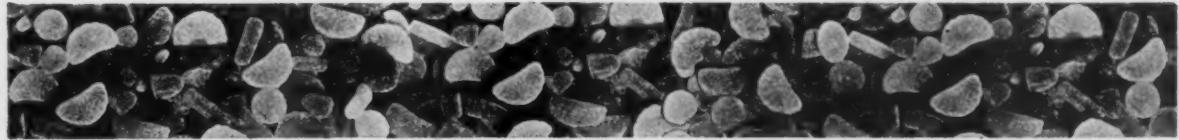
Taste: Fair.

Remarks: Nuts had a very old taste, salt did not stick to nuts. Not good eating salted nuts and not up to standard.

**BEST "TIP" ON
THE MARKET**



EXCHANGE PECTIN GOODS



LOOKING FOR A MONEY-MAKER?

Wherever sold, Exchange Pectin Jelly Candy is *first choice*—pays off promptly in fast-growing repeat business. With Exchange perfected formulas and the proved economy of Exchange Citrus Pectin, you can't miss making profits.

Run a test batch yourself—see the brilliant clarity and always-tender texture of Exchange Pectin Candy. Learn how it cuts production time—sets and cools in a few hours—packs perfectly in bulk. Then try one—and see if you can keep from eating another. For proof of profit, use the coupon now.



CALIFORNIA FRUIT GROWERS EXCHANGE PRODUCTS DEPARTMENT

ONTARIO, CALIFORNIA

189 W. Madison St., Chicago

99 Hudson St., New York

California Fruit Growers Exchange
Products Dept., Div. 202, Ontario, California

Send us costs and specifications on Exchange Pectin Goods.

Firm Name _____

Street _____

City _____ State _____

Copyright 1942, California Fruit Growers Exchange, Products Department

CODE 2Q42**Glace Nuts—1 lb.—78c**

(Purchased in a nut shop,
New York, N. Y.)

Sold in bulk.

Assortment: Brazils, pecans, walnuts
and Cashews.

Color: Good.

Size: Good.

Texture: Good.

Glace: Good.

Remarks: Good eating glace nuts.

CODE 2R42**Chocolate Covered Molasses****Plantation—1 lb.—39c**

(Purchased in a retail candy store,
New York, N. Y.)

Appearance of Package: Stock box, one
layer, printed in red.

Number of pieces: 12.

Coating:

Dark: Very cheap tasting.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Coating is not up to the
standard of this priced chocolates.
Center is good but coating needs
checking up.

CODE 2S42**Vanilla and Chocolate****Wrapped Caramels—1 lb.—25c**

(Purchased in a department store,
Chicago, Ill.)

Sold in bulk.

Caramels are wrapped in cellulose.

Vanilla Caramel:

Color: Good.

Texture: Good.

Flavor: Good.

Chocolate Caramel:

Color: Good.

Texture: A trifle short.

Flavor: Good.

Remarks: The best caramels we have
examined this year, at the price of
25c the pound. Suggest that choco-
late caramel be checked up as it was
dry and short.

CODE 2T42**Salted Macadamia Nuts—**

1½ ozs.—25c

(Purchased in a grocery store,
San Francisco, Cal.)

Appearance of jar: Good. Oval glass
jar, screw cap, black seal printed in
gold.

Roast of nuts: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: A very fine eating salted nut.
This nut has been sold on the West
Coast for a number of years, but
very few have reached the Eastern
market. This nut should be a very

good seller as it is different and has
an entirely different flavor than any
that are on the market now.

CODE 2U42**Salted Almonds—1 lb.—\$1.20**

(Purchased in a retail candy store,
New York, N. Y.)

Sold in bulk.

Roast: Good.

Size of Almond: Good.

Salting: See Remarks.

Texture: Good.

Taste: Fair.

Remarks: Salt did not stick to Almonds.
Suggest this be checked up. Salted
nut do not taste good unless the salt
sticks to the nuts.

CODE 2V42**Assorted Chocolates—1 lb.—?**

Manufactured by Loew's Navarre, Ohio.

Sent in for analysis No. 4404.

Appearance of package: Good. Box
Blue, two layer extention type, blue
silk ribbon rosette, cellulose wrap-
per, white seal printed in red, chip
board carton.

Appearance of box on opening: Good.
Number of Pieces: 32 Milk chocolate
coated, 19 dark coated, 2 cellulose
wrapped pieces, 2 pecan chews.

Coatings:

Colors: Good.

Gloss: Good.

Strings: Fair.

Taste: Good.

Dark Coated Centers:

Pecan Cream: Good.

Vanilla Buttercream: Dry.

Almond Cream: Good.

Vanilla Fudge: Good.

Pecan Cream: Good.

Vanilla Caramel: Good.

Nut Nougat: Good.

Raspberry Cream: Too much color
used.

Peppermint Cream: Not a good pep-
permint.

Jelly: Could not identify flavor.

Chocolate Pecan Fudge: Good.

Nut Paste: Good.

Pecan Coated Vanilla: Cream too
hard and dry.

Pistachio Coated Vanilla Cream: Too

hard and dry.

Milk Coated Centers:

Fruit Nougat: Good.

Pecan Cluster: Good.

Pecan Cream: Good.

Peanut Butter Cream: Good.

Nut Jelly: Could not identify flavor.

Raspberry Cream: Too much color
used.

Vanilla Nut Caramels: Good.

Brazil Nuts: Good.

Pecan Clusters: Good.

Fruit Clusters: Sour.

Cashew Clusters: Good.

Peanuts: Good.

Nut Brittle: Good.

Pecan Nougat Caramel Roll: Good.

Assortment: Fair.

Remarks: Quality of candy is good.

Dipping was carelessly done and
coatings were too thin. Suggest more
flavors be used as all creams tasted
the same. Jelly needs a good flavor.
Raspberry creams need only a small
amount of color. Suggest more car-
AMELS, nougatines, nougats, toffies and
chewy pieces be added to improve
the assortment.

CODE 2W42**Chocolate Pecan Fudge—1 lb.**

Manufactured by Loew's, Navarre, Ohio.
Sent in for analysis No. 4405.

Fudge is cut in one thick slice,
wrapped in cellulose and put in to
a white folding box, printed in blue,
white, seal printed in red.

Color: Good.

Texture: Good.

Flavor: Fair.

Remarks: This is well made fudge and
is good eating. Suggest more choco-
late liquor or cocoa be added as
fudge did not have a good chocolate
taste.

CODE 2X42**Butterscotch Squares—1 lb.**

(Purchased in a department store,
Chicago, Ill.)

Sold in bulk. Pieces wrapped in amber
color cellulose.

Color: Good.

Texture: Good.

Flavor: Fair.

Remarks: Butter flavor was a trifle too
strong. Some of the pieces stuck to
the inside of the wrapper.

CODE 2Y42**Salted Peanuts—8 ozs.**

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good. Round
key tin can, printed in yellow, blue
and red.

Size of Peanuts: Good.

Roasting: Good.

Texture: Good.

Salting: Fair.

Taste: Fair.

Remarks: Suggest more salt be used
to improve flavor.



CODE 2AA42**Coffee Candy—1½ ozs.—10c**(Purchased in a nut shop,
New York, N. Y.)Cellulose bag, printed card clip.
Pieces wrapped in colored foil.

High cooked caramel type of candy.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is the best coffee candy
that the Clinic has examined in some
time.**CODE 2BB42****Marshmallow and Caramel****Bar—About 2 ozs.—5c**(Purchased in a retail candy store,
New York, N. Y.)

Bar has no wrapper.

Coating: Dark.

Color: Good.

Gloss: Good.

Taste: Good.

Center:

Caramel: Good.

Marshmallow: Good.

Remarks: The best Caramel and Marsh-
mallow bar that the Clinic has ex-
amined this year.**CODE 2CC42****Almond Crunch Bar—1½ ozs.—5c**(Purchased in a retail candy store,
New York, N. Y.)Appearance of Bar: Good. Wrapper
gold foil printed in red, white and
brown.

Coating: Milk.

Color: Good.

Gloss: Good.

Taste: Good.

Center:

Color: Good.

Texture: Good.

Taste: Bad.

Remarks: Center had turned rancid
or was flavored with a cheap butter
flavor.**CODE 2DD42****Assorted Caramels—1 lb.—39c**(Purchased in a retail candy store,
New York, N. Y.)

Sold in bulk. Cellulose wrappers.

Vanilla Marshmallow: Good.

Vanilla Nut: Good.

Vanilla Plain: Good.

Chocolate Plain: Fair.

Chocolate Nut: Fair.

Remarks: Good eating caramels. Sug-
gest more chocolate or cocoa be
added to chocolate caramels as they
lacked a good chocolate flavor.**CODE 2EE42****Licorice—1 lb.—59c**(Purchased in a nut shop,
New York, N. Y.)

Sold in bulk.

Color: Good.

Texture: Good.

Licorice

Flavor: Good.

Remarks: A good eating licorice piece,
very good flavor.**CODE 2FF42****Nut Nougat Roll—1 oz.—5c**(Purchased in a retail candy store,
New York, N. Y.)Gold foil wrapper printed in red &
white.

Coating:

Milk: Good.

Color: Good.

Gloss: Good.

Taste: Good.

Center:

Texture: Good.

Flavor: Good.

Remarks: A small bar for a 5c seller.
Quality is good but the consumer
of bars also looks for size.**CODE 2GG42****Crunch Bar—1 oz.—5c**(Purchased in a nut shop,
New York, N. Y.)Appearance of Bar: Good. White glass-
ine wrapper, printed in blue.

Coating: Dark.

Color: Good.

Gloss: Good.

Taste: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Nut meats was printed on
the wrapper but we could not find
any nuts.**CODE 2HH42****Assorted Caramels—1 lb.—60c**(Purchased in a retail candy store,
San Francisco, Cal.)

Appearance of Package: Good.

Box: White folding, printed in brown,
white paper wrapper, tied with red,
white and blue ribbon.Appearance of Box on Opening: Good.
Caramels wrapped in cellulose. Green
edged cups used.

Assortment:

Chocolate Marshmallow Caramel:
Good.

Chocolate Nut: Good.

Chocolate Plain Caramel: Good.

Chocolate Nut Caramel: Good.

Orange Caramel: Good.

Fruit Caramel: Good.

Chocolate & Vanilla Caramel Nougat
Layer: Good.

Vanilla Coconut: Good.

Vanilla Marshmallow: Good.

Raspberry: Good.

Plain Vanilla: Good.

Licorice Marshmallow: Good.

Vanilla Nut: Good.

Caramallow: Good.

Molasses Chew: Good.

Vanilla Nut Chew: Good.

Texture: Good.

Colors: Good.

Taste: Good.

Remarks: The best caramels that the
Clinic has examined this year at
this price. Quality and assortment
are very good.**Maple Centers****will enliven your
Spring Assortments**Lueders Imitation Maple
Essence A imparts a flavor so
like the genuine maple that
it challenges one's ability to
detect a difference.• Use 4 oz. to 100 lbs. of
fondant• Economically priced—
\$15.00 per gallon• Prompt shipment guaran-
teed on your trial order.

*George
Lueders
& Co.*

**427-29 Washington Street
New York****CHICAGO SAN FRANCISCO****510 N. Dearborn Street 54 Main Street****MONTREAL, CANADA, 381 Park Royal****CODE 2II42****Salted Almonds—1 oz.—10c**(Purchased in a railroad depot,
Boston, Mass.)Appearance of Package: Good. Plain
cellulose bag, buff and brown printed
paper clip.

Size:

Small: Good.

Roast: Good.

Salting: Good.

Texture: Good.

Taste: Fair.

Remarks: We do not know what kind
of Almonds these are but they were
tasteless. We also realize that it is

Solve YOUR STORAGE PROBLEM FOR COCOA LIQUOR and CHOCOLATE



by installing the "LEHMANN" STORAGE and TEMPERING TANKS

CLOSE FITTING SCRAPERS
WATER JACKET
DIAL THERMOMETER AND DISCHARGE
PIPE ISOLATED FROM INFLUENCE OF
WATER JACKET

CAPACITIES UP TO
18,000 LBS.
according to requirement
Power required: 2-3 HP

4 IMPORTANT USES

1. Rapid cooling of chocolate coating.
2. Storage kettle.
3. Heating of cocoa liquor for press room.
4. For pre-cooling before continuous tempering machines.

J. M. LEHMANN COMPANY, INC.
Lyndhurst, N. J.

New York, N. Y.

almost impossible to get any good almonds now.

CODE 2JJ42

Pecnut Brittle—2 pcs.—2 ozs.—5c
(Purchased in a drug store,
Boston, Mass.)

Appearance of Bar: Good. Printed cellulose wrapper.

Size: Good.

Color: Good.

Texture: Good.

Peanuts: Good.

Taste: Good.

Remarks: The best bar of its kind that the Clinic has examined this year. Well made and good eating.

CODE 2KK42

Pecan Chews—2 ozs.—5c
(Purchased in a drug store,
Boston, Mass.)

Appearance of Package: Good. 9 pieces, wax wrapped placed on a board and wrapped in a printed cellophane wrapper.

Color: Good.

Texture: Tough.

Taste: Rancid.

Remarks: Piece is too tough and nuts were rancid. Suggest formula and cook be checked up, also pecans as they were very rancid.

CODE 2LL42

Licorice Nibs—1 1/4 ozs.—5c
(Purchased at a news stand,
Boston, Mass.)

Box: Folding, cellulose window, yellow printed in red.

Texture: Good.
Flavor: Good.

Remarks: The best 5c Licorice number that we have examined this year. Pieces had a good licorice taste. Many licorice pieces we examine are flavored with Anise.

CODE 2MM42

Toffee—no weight stated—5c
(Purchased in a candy store
Boston, Mass.)

8 Pieces wrapped in gold foil, brown paper band printed in red and white.

Coating: Good.

Center:

Color: Good.

Texture: See Remarks.

Taste: Good.

Remarks: Center is more like a caramel than Toffee. Suggest name be spelled out and address be printed on wrapper to avoid trouble under the new law. A good eating piece, well made and neatly put up.

CODE 2NN42

Raisins and Peanuts—1 1/2 ozs.—5c
(Purchased in a railroad depot,
Boston, Mass.)

Box: Folding, cellulose window. Red and white printing.

Assortment: Sugar peanuts, Raisins and chocolate panned raisins.

Panned Raisins: Good.

DOUGLAS Special
MOULDING STARCH-

For Better Candy Moulding

Douglas "Special" starch is designed for "new trays"—that is, when the old starch is disposed of and trays refilled with new or fresh starch. It is preconditioned making it possible to start right off with new starch. Douglas "Regular" is used for replacement of lost starch in normal operation. Both are of the utmost purity.

For information write to

PENICK & FORD LTD.
520 Lexington Avenue • New York
Factory CEDAR RAPIDS, IOWA

Sugared Peanuts: Good.
Plain Raisins: Good.

Remarks: A good looking 5c number. Should be a good seller. The best 5c number of this kind that the Clinic has examined this year.

CODE 2PP42

Toffee—1 1/4 ozs.—5c
(Purchased in a cigar store,
Boston, Mass.)

Appearance of Package: Good. Folding box, blue and white cellulose window.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best 5c Toffee number that we have examined this year. Well made and had a good Toffee taste.

CODE 2QQ42

Assorted Salted Nuts—1/2 oz.—5c
(Purchased in a railroad depot,
Boston, Mass.)

Appearance of Package: Good. Plain cellulose bag.

Contents: Pecans, cashews and brazils.

Roasting: Good.

Size of Nuts: Good.

Salting: Good.

Taste: Good.

Remarks: A good eating salted nut but high priced at 5c as bag did not contain 1/2 oz.

Raw Material Brokers

Render Real Service Today

By PAUL SEMRAD,
Chicago, Ill.

With the buyers' position changed from "Don't need any right now" to "How much can I have?", the broker of raw materials finds himself in a position of real importance to the candy manufacturer. Facing the situation squarely, we find that the broker is in a position that is now a composite one of dual responsibility to both the seller and the buyer.

The broker's office today is a veritable hot-bed of information. This information must be sifted and weighed before presentation and here again, the broker is in a position peculiar to his business. Statistical information to him is as valuable as his price book, and it is an asset that is valuable only when used.

The buyer, with his manifold responsibilities and under such constant pressure, can avail himself of this information simply by taking the broker into his confidence. The broker, when given the opportunity, is ready and willing to spend his efforts in the interests of his customers, just as he is in the interests of his principals. Basically his position is one of an intermediary whose duty it is to promote the intelligent placement of materials. He can do much to promote this placement properly and equitably.

In building a piece of confection, many items are used. The choice of material is important to the result as a whole. With the large field of materials still available, their correlation is a matter of long and often fruitless experiments. Here again, the broker can pay his way. Having, certainly, more than a passing knowledge of the different materials in which he is interested, it is very possible for him to save the experimenter time and money.

The buyer is anxious to get the most for his money under all conditions. There is a very simple way for him to do this when using the services of a broker. Give him the opportunity to learn of your particular problems. Let him know what you are going to need and the probable quantities. If he is the type of

broker you want, he will have a considerable influence with his various principals and can often paint an entirely different picture of your

business to those principals than you could yourself. As negotiation is an important part of his work, allow him to handle more of it for you.

Basically, the food products business, of which the candy industry is such an important part, is in a comparatively good position. Problems of procurement, of packaging, of distribution, of labor, will be difficult, of course. However, time will prove them not unsurmountable and, fortunately, in the meantime, candy can still be manufactured in vast quantities with the added assurance of a still greater demand.

HAVE YOU MET MR. SYMBOL?



If not, may we introduce him to you? He is our registered Trade Mark and symbolizes the special character of all our

**NATURAL FRUIT FLAVORS
AND OTHER NATURAL FLAVORS
IMITATION FLAVORS
ESSENTIAL OILS AND TERPENELESS OILS**

Once you have become acquainted with Mr. Symbol you will realize that he is the embodiment of all that stands for OUTSTANDING QUALITY AND SERVICE. We shall be pleased to receive your inquiries.



POLAK'S FRUTAL WORKS, Inc.

36-14 35TH STREET

L. I. C., NEW YORK

BRANCHES: Chicago—Los Angeles—San Francisco—St. Louis

SUPPLY FIELD NEWS

Oakite Service Facilities Enlarged to Meet Demand

To better meet the rapidly increased demands for its services and products by confectionery plants in New England and the Southwest, Oakite Products, Inc., manufacturers of industrial cleaning materials, has announced the addition of two newly created divisions to its nationwide field service staff. T. R. Smith, newly appointed division manager, will supervise the 11 men comprising the staff of the New England division with headquarters at Hartford, Conn.

S. C. Shank has been selected to fill the post of manager of the St. Louis and Southwest division, at St. Louis, with its 12-man staff. Both men have long records of service with the Oakite organization.

Death Strikes at Fritzsche Sales, Executive Family

James J. Cummings, one of the best known essential oil salesmen covering Greater New York, and representative for Fritzsche Bros. Inc., for nearly 23 years, died in an accident at his home in Woodside, Long Island, recently, at the age of 48. Mrs. Cecilia Welcke, wife of William A. R. Welcke, vice president and treasurer of the Company, died at her home in Mt. Vernon, New York, on New Year's Day. Mrs. Welcke had been ill for some time.

'Way Back When, When Men Were Men

Through the thoughtfulness of Leon Sweet, chairman of the board of the Sweet Candy Co., Salt Lake City, Utah, we are privileged to bring to our readers a photo-



graph of both historic and scientific interest. Exact date of the happy event is not known, but the location is Tia Juana, Mexico, sometime during the days of prohibition. In the words of Mr. Sweet, "the gentleman at the left is the Right Honorable Sir Richard Savage, COD,

GOP, XYZ, and the smiling gentleman on the right is the Right Honorable Guy Showley of Showley Bros., San Diego, Cal." In his letter accompanying the somewhat battered photo, Mr. Sweet also said: "You will notice how serious dear old Sir Richard looks; he has a worried expression on his face, for he is afraid the beer won't hold out. Also, notice how happy and smiling Sir Guy is. I think he has a shot of (sh!) Bourbon in his hand." May both live long to enjoy many another happy occasion.

M. M. & R. Hold Three-Day Conclave

Magnus, Mabee and Reynard, Inc., New York and Chicago, held its annual sales convention at the Hotel Warwick, New York, Jan. 2, 3 and 4. The company's representatives from all over the U. S., from Cuba and



During recess at M. M. & R. salesmeeting, the photographer caught a rare "shot" showing the three Magnus brothers together. P. C. Magnus, president, is in the center. At left, J. B. Magnus, vice president, and right, R. B. Magnus, vice president.

other hemisphere points attended the sessions. Welcoming the men in attendance, Percy C. Magnus, president of the company, sounded an optimistic note for 1942, indicating that the company is in a favorable position to supply many of the most widely required essential oils and basic flavor oils. Also, he said, the company's laboratory has made ready many replacements and others are forthcoming to meet the general and particular requirements of their customers. The sessions were devoted almost entirely to discussion of technical problems arising out of the necessity to cope with difficult situations occasioned by shortages and suspension of shipping. Billy B. Van, candy merchant extraordinary and a much-sought inspiration speaker, addressed the group, as did Sidney M. Weiss, the company's advertising counsel. The meeting closed with a dinner to all executives, sales representatives and guests.

Standard Synthetics Official in Canada

J. L. Hindle, vice president of Standard Synthetics, Inc., New York, recently returned from a two-week's trip to Canada where he called upon the firm's customers in various cities. He reports business good in Canada despite wartime regulations which tend to restrict imports. Trans-Canada Airlines, whose planes Mr. Hindle used for his jumps from town to town, maintained on-time schedules even in sub-zero weather.

Half of N.C.A. Exhibit Space Already Sold

Reports from Clapp and Poliak, exposition managers for the Confectionery Industries Exposition, to be held in connection with the Annual Convention of the National Confectioners Association at the Waldorf hotel, New York, the first week of June, indicate that over half the booth spaces have already been sold. D. P. O'Connor, Penick and Ford, Ltd., Inc., will again head the Exposition Committee of the convention. Following are the firms who have already signed for exhibit space:

American Sugar Refining Co.	414
Anheuser-Busch, Inc.	409
Burrell Belting Co.	507
California Fruit Growers Exchange	415
W. A. Cleary Corporation	204
Clinton Company	406
Corn Products Sales Co.	104
E. I. duPont de Nemours & Co., Inc.	103
Economy Equipment Company	503
Food Materials Corporation	210
Harlich Manufacturing Co.	315
V. O. Hermann Co.	208
Harry L. Friend	206
The Hubinger Company	305
A. Klein and Co.	205
H. Kohnstamm & Co.	310
J. M. Lehmann Co., Inc.	203
James B. Long & Co., Inc.	504
Mawer-Gulden-Annis, Inc.	509
Merck and Company	402
Milprint, Inc.	401
National Equipment Co.	312
National Sugar Ref. Co. of New Jersey	313
Package Machinery Co.	102
Penick & Ford, Ltd.	511
Pillion Cabinet Co.	212
C. M. Pitt & Sons Co.	403
Ross & Rowe, Inc.	510
F. J. Schleicher Paper Box Co.	311
A. E. Staley Mfg. Co.	214
Sylvania Industrial Corp.	213
Traver Corporation	411
Union Standard Equipment Co.	301
Union Starch & Refining Co.	412
Vacuum Candy Machinery Co.	207

Monsanto Receives Navy "E" Ordnance Flag

Presentations of the Bureau of Ordnance flag and the Navy "E" for excellence in production of naval ordnance material to units of Monsanto Chemical Co., have been made by representatives of the Secretary of the Navy. The awards, which were the first made to any ordnance manufacturer for production of raw materials, were given to the Monsanto phosphate division plants at Anniston, Ala., and Monsanto, Tenn., and at St. Louis to the executive branch of the company. Monsanto also recently turned over to the Army the Chemical Warfare Service St. Louis Plant No. 1, located at Monsanto, Ill. Monsanto was the engineering and supervising construction contractor. It completed the plant on time and at a cost less than estimates and for a supervising fee less than the government's agreement called for.

Performance!

In Belting, it's performance that counts.
BURRELL builds PERFORMANCE into its

9 BURRELL Stars

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX CRACK-LESS Glazed Belting
- ★ White Glazed Enrober Belting
- ★ Batch Roller Belts (Patented)
- ★ Feed Table Belts (Endless)
- ★ Bottomer Belts (Endless)
- ★ Carrier or Drag Belts
- ★ Cherry Dropper Belts
- ★ Innerwoven Conveyor Belting

Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

"BUY PERFORMANCE"

BURRELL BELTING COMPANY

413 S. Hermitage Ave., Chicago, Ill.

CITRIC ACID TARTARIC ACID CREAM OF TARTAR SODIUM CITRATE



Manufacturing Chemists

CHAS. PFIZER & CO., INC.

81 MAIDEN LANE, NEW YORK, N.Y.

444 W. GRAND AVE., CHICAGO, ILL.

VANILLIN



LIGNIN VANILLIN, C. P.

A Finer Vanillin of Exquisite Aroma.
A NATURAL SOURCE Vanillin originated
and manufactured in the United States.
Requests for samples on your firm's letter-
head will be promptly answered.

AROMATICS DIVISION
GENERAL DRUG COMPANY

644 Pacific St., Brooklyn, N. Y.
9 S. Clinton St., Chicago
1018 Elliott St. W., Windsor, Ont.

Interior of Factory

WISCONSIN, U. S. A.

Since 1881, The Hubinger Co., Keokuk, Iowa

HUBINGER

Our service departments
will help you with any of
your technical problems.

* * *

UNIFORM...DEPENDABLE

Confectioners' Corn Syrups, Thin Boiling Starches, Moulding Starch



OK Brand



MAKE EQUIPMENT LAST LONGER WITH SAFE OAKITE CLEANING!

PRIORITIES on strategic metals make it essential that you take measures to make ALL your present equipment last longer! That is why we say . . . clean your beaters, mixers, kettles, vats, pans, etc. the SAFE, thorough Oakite way. A solution of Oakite Composition No. 63 or other recommended fast-working, free-rinsing Oakite material removes stubborn deposits without harming surfaces. Write today for complete details.

OAKITE PRODUCTS, INC., 36C Thames St., New York, N. Y.
Representatives in All Principal Cities of the U.S. and Canada

OAKITE
MATERIALS METHOD SERVICE



CLEANING
FOR EVERY CLEANING REQUIREMENT

Dicken, Lavery Tell Raw Materials Situation

At a meeting of representatives of the candy industry from the Central West trading area held in the Palmer House, Chicago, January 14, under auspices of the N.C.A., the problem of fitting the industry to the present war economy was discussed. C. O. Dicken, E. J. Brach and Sons, indicated that officials charged with the duty of spreading sugar supplies equitably among the various users in the country are sympathetic to the candy industry and that no drastic regulations concerning sugar, such as the industry encountered in 1917-18, were in prospect. He indicated that the initial allotment of sugar for confectionery would be about 85% of the 1941 use, rather than of the 1940 use as originally instituted. W. J. Lavery, Curtiss Candy Co., expressed the belief that tight restrictions would be issued soon on fats and oils. Philip Gott, N.C.A. president, gave a brief resume of OPM and OPA orders affecting the candy industry. He also mentioned that several candy manufacturers had already instituted Payroll Allotment Plans for purchase of Defense Bonds and Stamps and that many others are considering the plan. Charles F. Scully, Williamson Candy Co., who was appointed by Chicago's Mayor Kelly as one of seven division chiefs to supervise civilian defense efforts in Chicago, spoke briefly on civilian defense.

L. C. Blunt, Colorado Candy Man, Is Dead

L. C. Blunt, head of the former W. C. Nevin Candy Company, Denver, Colorado, former N.C.A. president, former Western Confectioners Association president, and charter subscriber to THE MANUFACTURING CONFECTIONER, died at his home in Denver on Dec. 15, 1941. Mr. Blunt had been retired from the candy business since 1930, when his company was sold to the Brecht Candy Co., Denver. In 1928, at the 45th Annual Convention of the N.C.A., he was elected president of the association for one year, succeeding William Heide. Mr. Blunt had been a subscriber to THE MANUFACTURING CONFECTIONER from its inception in 1921 and continued his subscription even after his retirement from the candy business. His interest in this publication was so keen that he also paid for the subscription of his chief candy maker and continued to do so after his company had been dissolved and his superintendent founded his own business in another town.

DO YOU KNOW THESE FACTS

about Simplex Vacuum Cooking and Cooling of Fondant?

How it saves in time, floor space, labor, etc.

How it increases production without additional equipment.

How it has revolutionized production methods and made factory working conditions much easier.

How the quality is improved by producing a whiter and smoother fondant.

How this information is yours for the asking—just drop a line to the

Vacuum Candy Machinery Co.

15 Park Row, New York, N. Y.

EASTER

A shell

of which any Easter candy may well be proud is to be found in Merckens Chocolate Coatings. The finest of raw materials are used in our famous process.



MERCKENS CHOCOLATE CO. INC.

506 Seventh Street, Buffalo, New York

BRANCHES: Boston, Mass.: 131 State Street
New York, N. Y.: 250 East 43rd Street
Los Angeles, Calif.: 3442 West 8th Street

AGENCIES: Chicago: Handler & Merckens, Inc.,
180 West Washington Street
Salt Lake City, Utah: W. H. Binz Company
Denver, Colo.: Western Bakers Supply Company

The Seal of
**QUALITY PRODUCTS
AND SERVICE**

ROSS & ROWE INC.
75 VARICK STREET WRIGLEY BLDG.
NEW YORK N.Y. CHICAGO, ILL.
SOLE SELLING AGENTS FOR
AMERICAN LECITHIN COMPANY

**COFFEE FLAVORING
that NEVER STALES**

Use BARRINGTON HALL Instantly Soluble COFFEE for flavoring. It's 100% pure coffee. And the crude oils which become rancid and stale coffee, and the products they enter, have been removed. Write for full particulars.

BAKER IMPORTING CO.
NEW YORK
132 FRONT STREET

MINNEAPOLIS
212 N. SECOND ST.

INSTANTLY PREPARED

BARRINGTON HALL
Coffee
QUALITY 100% pure

HARD CANDY for the ARMY

•
*Here's the machine
that wraps it --*
•

Our Army is growing fast — and its supplies of individually-wrapped hard candy must keep pace. Here's the machine that's meeting this important need — our 22-B. This model has already wrapped vast quantities of hard candy to fill government contracts. And we have recently sold additional machines to meet increased demands.

The 22-B is the ideal machine for the job. With its disc feed, one operator can turn out up to 150 pieces per minute. And it has the flexibility to take care of any future changes — for it will handle a great variety of shapes and sizes, and uses moisture-proof transparent cellulose and paper of a good twisting quality.

• • •
In other fields too, our machines are being used to wrap goods essential to the war effort.

If we can be of any assistance to you in meeting similar demands, call on us.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

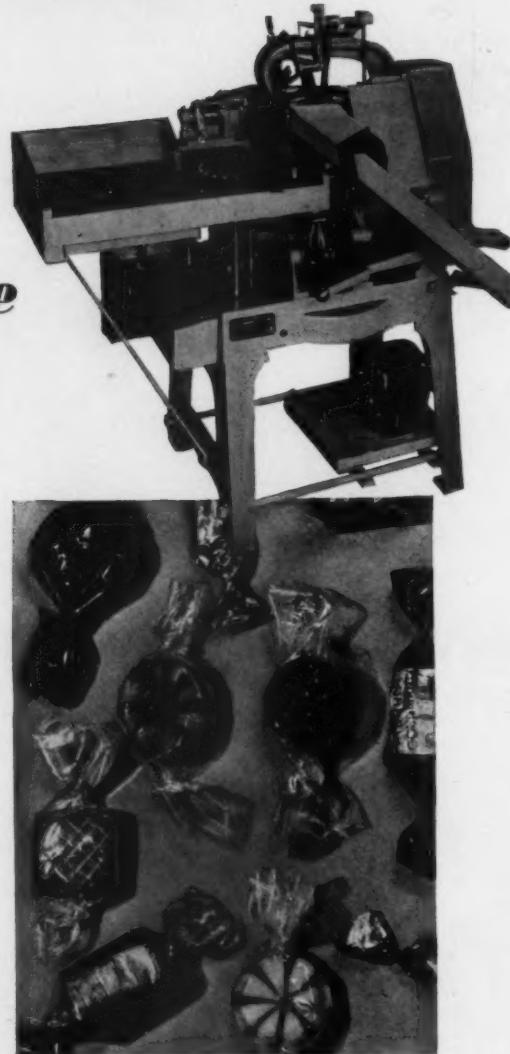
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO

Mexico: Agencia Comercial Anahuse, Apartado 2303, Mexico, D.F.

Argentina: David H. Orton, Maipu 231, Buenos Aires

England: Baker Perkins, Ltd., Peterborough

Australia: Baker Perkins, Pty., Ltd., Melbourne



Visit us at the
**PACKAGING
EXPOSITION**

HOTEL ASTOR - NEW YORK CITY

APRIL 14-17

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Interesting candy box design

An exploration into possible motives

by H. C. THOMAS

Packaging Clinic Member

FEATURED over on another page of this issue is an illustration of a package we examined at the last session of the Packaging Clinic which deserves comment from the design standpoint. It is impossible to give you the exact picture of this box in a plain black and white photographic reproduction, but perhaps with the visual picture you get of its general design and shape, we can supply the details of color and illustration which will make you see the box more nearly as it actually is.

The bottom portion is a straight oblong area having a minute extension edge at the bottom. The box top is the same, except that instead of having rectangle corners at the point where vertical walls and horizontal box top meet, this corner has been flattened to a 45 degree angle so that the two upper edges of the long side of the box have a beveled corner effect.

This box is covered with a very fine paper having a wood grain pattern. Printed over this paper, on the side walls and the main panel, are scroll effects in white, with small blossom figures in red, blue and yellow. This same scroll design forms a frame for the main panel, the dominant illustrative feature of which is a Grecian urn in white holding a large bouquet of flowers in white, red, blue and yellow. Name of the manufacturer, in red and in letters which are in harmonious proportion to the entire design, is just below the urn.

The shape of this box is intriguing. I have never seen a box quite like this for candy, but I presume when this is published someone will come along and tell us this kind of box has been used many times. Discussing the box at our Clinic session, the idea was suggested that perhaps the shape of this particular box represented this manufacturer's way of cutting down on the amount of paper board required for his package. At first glance it would seem that the beveled-edge box top does actually require less material, but this is an optical illusion. By actual measurement, the same amount of paper is used as would be were the top edge a straight right angle as used on 99-44/100% of all boxes.

No, we think an entirely different purpose lies behind the use of this beveled-edge box top. We recall that about a year ago this manufacturer had another box on which paper resembling wood panel was used. This was a conventional extension-edge box which, while it created a good effect, yet left something to be desired in its impact upon the subconscious of the analist—and by the same token, upon the customer. It is difficult to place the finger upon any definite point of failure

New Rulings on Cellophane

1. Use of cellophane as a second wrapping is now allowed.
2. Where cellophane performs the function of protection of food products (restricting air circulation, dust infiltration, and retains moisture content) its use is permitted.
3. Candy as packaged and involving a solid top of cellophane is allowed (window), but unless the product is of a perishable nature, its use as a window and an overwrap is not allowed.
4. Where cellophane is used as a window in conjunction with cardboard (certain penny packaged items) its use is not allowed.
5. Use of cellophane as a window carton for candy display purposes is allowed, also see (3) above.

These rulings were contained in a letter addressed to the National Confectioners Association by Arthur E. Peterson, chief of the Organics Section of the Material division (chemical branch) of the OPM, under date of January 26, 1942.

to impress, but as we look back upon it now, it was perhaps the shape of the box used in combination with this wood panel paper that failed to bring the entire thing quite up to expectations. The broad extension edges, the conventional shape, the small difference (if any) in appearance from any other conventional candy box—all these combined to reduce the good effect which had been expected when the wood panel design paper was applied to the other package.

The box under present consideration seems to have eliminated this lack of "rightness" which we felt was incorporated in the old wood panel box, although the Clinic, as I remember, gave the other a good general rating in its analysis at the time. We have here a box design which was created out of a need to use the wood panel box paper in such a way that the customer would subconsciously get the "wood idea." Mind you, I'm not suggesting that the candy manufacturer in any way attempted to fool anyone into believing this was a wood box. It goes deeper than that. When we think of grained wood, we think of paneled walls, old sea chests, fine old furniture, ancient signboards, etc. There is a pattern of shapes to which the eye, and the mind, are



H. CARLISLE THOMAS

subconsciously directed when paneled wood is encountered in our every-day life.

The shape of this candy box, we believe, was designed in keeping with that mental picture of grained wood. Specifically, the idea here seems to have been to create a box shape that would immediately connect with the "old chest" idea pattern when seen by the customer. And in truth, it does not take too much of a stretch of imagination to see this little box as a wooden chest. The lines of the imitation wood paneling run in the right direction. The very minute extension edge into which the box top telescopes gives the idea of an old chest whose entire rounded top fits exactly into the bottom, just as the old master who built the chest would have had it fit. The imprinted scroll work, both on the sides walls and the main panel, are highly suggestive of the wrought iron work seen on old sea chests and very old furniture. Even the Grecian cast of the art work imprinted upon the wood panel paper is characteristic of the "art" that embellished these hand-made chests, chairs, panel work in rooms, etc. of a hundred years, or more, ago.

This, we believe, is the idea the box maker had in mind when he departed from the conventional edge and used the depressed-corner technique on this box. Seen in outline from either end, the shape of the vertical plane is hexagonal—something like the hip-roof technique you see so much on the newer barns on farms throughout the entire middle west. Viewed in a three-quarter angle from the side, the box reminds you of the exquisite panel boxes your mother and mine used to use for keeping small articles of jewelry in the upper bureau drawer.

The box in its present shape and using the wood panel paper and the tasteful decorative elements, will attract customers everywhere, I think. It gives such an impression of class that the trade is going to get a pleasant surprise at the cost of the assortment which it carries. At a matter of fact, a much higher-priced assortment of candy could have been used in this box with excellent sales results. Unfortunately, the manufacturer may have to abandon this box just when sales are beginning to click on it. We have no information

on the unit cost, but just from a cursory look at the paper board, the box-covering paper and some of the other elements used to prepare this assortment for the buyer, we would say that when present stocks of these materials have been exhausted, there will be no more.

One other item in the design comes to mind. This box had a cellophane overwrap, to which the label containing the list of ingredients was carefully attached. Nowhere on the box design itself is there a logical spot to attach this label when the outer cellophane wrap must be omitted in response to current regulations against over-wrapping. Where are you going to put the ingredients listing then? The dark cast created on the paper through use of the wood panel design does not make a good background for imprinting. This disposition of the central design illustration and the blank areas around do not allow for juggling without reducing the striking appearance of this whole design idea. The slanted edge of the box does not give enough space to carry the ingredients list. Placing this list in one of the blank areas would satisfy the demands of the labeling provisions of the Food and Drug law, but would ruin the design of the main panel.

There is a real problem here. Of course, when this box was designed and created, no one could foresee that even before this box got to the retail counters we would be in the war. It is hardly conceivable, then, that the above contingencies were even dreamed of, let alone considered. It may be that the demands of our war time economy will force the manufacturer to abandon this box entirely when the present stock runs out. We think the whole idea should be filed away for future use, though. The box has definite appeal because of its shape and its design. And when, in happier days, it is resurrected, the manufacturer should use it for an assortment that retails for at least a dollar per pound. It is too good for a 65c assortment.

Just in passing, while we are speaking of the war, there is one other thing that struck members of the Clinic as we viewed a number of items picked up for analysis. Some few manufacturers are resorting to what amounts to cheapening of our finer sensibilities by using patriotic colors and themes for their candy and bar wraps. It is a fine thing to be truly and deeply patriotic, especially in times when our whole way of life is threatened by the forces of darkness. This patriotic feeling is akin to, and only of secondary importance by comparison with, our inner religious feeling. Anything which tends to offend this inner patriotic feeling, anything which cheapens the object of such feeling, will have a negative effect upon our regard for that thing or that person which so offends us.

Thus, when a candy manufacturer attempts to "catch a little extra business" through use of a red, white and blue wrapper, or imprint of a patriotic emblem, or anything of that nature, our own reaction is violently negative. We think it is not a great deal different with most other persons who truly feel their patriotism. Patriotism is something you have inside you, or you don't have it. If you have it, someone's attempt to commercialize it or to capitalize on it is going to make you "see red." And if you haven't got it, you aren't going to get it by seeing symbolic colors, etc. used on a penny bar, a piece of gum, a useless knick-knack, or some other useful or useless item of commerce. We've had too much of this idle and ill-conceived commercialism of patriotic symbols and colors. The candy industry, for one, ought to stay away from it.

How Du Pont Cellophane became "AMERICA'S GUIDE TO LESS WASTE"



AND TOMORROW!... America will not forget the lessons in conservation being learned in this period of wartime budgets. America is realizing that a dollar buys *most* in flavor, freshness and cleanliness when the product is protected by Du Pont Cellophane.

E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware

PREVENTION OF WASTE IS A NATIONAL NEED!

for February, 1942



page 31



One of the most outstanding candy packages the Packaging Clinic has viewed in recent years, this box receives top honors for all packages and wraps analyzed by the Clinic Board this month. See page 29 for further discussion.

Candy Packaging Clinic - - -

CONDUCTED BY CANDY PACKAGING BOARD
OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

Pecan Caramels

1 lb.—\$1.00

CODE 1142—Description: Shallow extension-edge box with fairly large area, cellophane wrapped. Another cellophane wrapper is attached to the lower portion of the box and completely encloses the candies. Box top is covered with a kraft scale paper in wood grain or bark design and there is a slight padding underneath the surface. Bottom portion of box was in plain red paper.

Design: The main panel contains a number of western cowboy and cowgirl figures in colorful attire. Two of these figures hold the ends of a lariat which twines among the lettering making up the words which name the assortment. The design is striking, colorful and well arranged on the main panel. Colors are red and blue.

Appearance on Opening: Package contains chewy pieces of the caramel variety and several hard pieces, the eating quality of which was very good. Arrangement of the pack, too, was well done.

Findings: Some pieces were in white paper cups printed with a polka dot design. Six pieces were individually cellophane wrapped. There were two plain white dividers.

Display Value: The colorful character of this box and the striking design in bright colors give it attention-arresting value far beyond that of a great many candy boxes. Shape of the

box is somewhat different from that usually associated with candy, but this, too, adds to its customer appeal.

Sales Appeal: Sales appeal of the assortment is unquestionable. The manufacturer has apparently used an extra cellophane covering for the candy in the lower portion so that any box could be used for open display. This practice will have to be discontinued, along with overwrapping packages in cellophane, to comply with the latest regulations of the Priorities division of the WPB. The question of price came into consideration in the discussion of this package's sales appeal. However, it was agreed that the price of the assortment from the retail standpoint would be governed largely by the type of store through which it is offered, and while it might appear to be over-priced in one class of outlet, it might be very acceptable in another type of store.

Remarks: The Clinic calls this a striking and appealing package for this assortment and regrets that this manufacturer will not be able to continue this package for very long, due to shortages on several materials incorporated in the physical make-up of the box. Attention must be called, however, to the improper listing of ingredients upon the package. The labeling regulation of the Food-Drug Act requires that at least one line of the ingredients listing appear on the top panel. This has not been done on this package, probably through a misunderstanding of the law. This should be

corrected immediately. Commendable is the manufacturer's coining of a picturesque word (pecancho) to describe this candy.

Pralines

12 pieces (no weight)—\$1.00

CODE 1242—Description: Full telescope box wrapped in cellophane. The lower portion containing the candy has a special cellophane wrapper. The cover is heavy litho paper printed in four colors. Bottom portion is covered with red litho paper.

Design: The box top is divided into six distinct sections by transverse lines, and each of these sections contain an illustration depicting a Mexican figure or scene. The illustrations are well executed, and colors are bright and attractive.

Appearance on Opening: The box is divided into six sections, each section containing two large patties of chewy candy which, however, is definitely not of the true "praline" type. More closely these pieces might be described as clusters of "caramelized pecans." Eating quality was fair, candy needs more salt.

Findings: Plain white cross-cross divider. Two-tone paper cups in large size. Each cluster was individually wrapped in cellophane.

Display Value: Excellent, since the illustrations and the colors in them tend to give the entire assortment a fiesta appearance.

Sales Appeal: Candy is too high priced, but would not be if it were real pralines. Also, the eating quality must be improved to effect repeat sales.

Remarks: Two violations of the labeling requirements of the Food-Drug Act are noted, the first being the improper position of the ingredients listing, and the second, the failure to show the weight anywhere on the box. As suggested, this candy would be more properly called "pecancho clusters," since the true pralines are a good deal different from the candy contained in this assortment. The Clinic commands the excellence of packaging which the manufacturer has achieved for this product, though here again, war conditions may necessitate abandonment of this particular package for the duration.

Pineland Assortment

1 lb.—39c-45c

CODE 1342—Description: Full telescope box, cellophane wrapped and cellophane secured with gold seal without printing. Box cover paper is of wood grain design with the main panel overprinted in green and white and a narrow green illustrated strip around the bottom edge of the side walls.

Design: The main panel is completely covered with a northern woodland scene including a lake, a glacier, pine trees on the horizon and at the right, and a bear with cubs at left. The name of the assortment is dominant in a "woody" script at the top, center. Above this, and to the left, in script, is the manufacturer's name. At the very bottom edge of the main panel is the weight, in very small type. Side walls contain name and address of manufacturer and ingredients listing, and the narrow green strip at the bottom of the side walls is a continued horizon view of a northland scene, completely around the box.

Appearance on Opening: Large pieces of light and dark coated chocolates, in two layers. Candies are a bit dull, but stringing is fairly good. One center piece is foiled. Fair eating quality in this price class.

Box Findings: Crumpled tissue paper used as a protective pad between cover and candy. Underneath this a piece of wax paper which was apparently never intended for this box, as it was cut too short and too narrow. Green foil on one piece. Strawboard layerboard between upper and lower layer, and a fullcut piece of wax paper over bottom layer. Bottom is divided into four compartments by simple and inexpensive criss-cross divider.

Sales Appeal: Should be a fair seller within the price range which the manufacturers have established for this box. Candy compares favorably with other candy in this price range.

Display Value: Box is not particularly intriguing and the Clinic does not believe that the illustration is especially well suited to a candy box. Pine and

woodland scenes are suggestive of soap and bath salts.

General Remarks: Ingredients listing is not in accordance with Food-Drug Act regulations, nor does the repetition of the words "Made with" on the top panel get around the requirements of the act which states that the first line of the listing, at least, must appear on the top or main panel. Overwrapping of candy boxes with cellophane is "out" as of very recent date, according to the priorities division of the War Production Board.

Assorted Chocolates

1 lb.—70c

CODE 1442—Description: Cellophane wrapped extension edge box tied with a green silk cord having two-tone tassels. General color scheme is tan shading off into lighter areas. Cellophane wrapper secured with unprinted gold seal.

Design: The general illustrative effect covering the entire main panel is an artistic panel in the modern manner incorporating a modernistic sketch of a South American range scene, a rider with serape and wide hat, cactus in the background and South American rancho buildings in the distance. This portion is at the right. At the left, in heavy script modernistic lettering the words of the assortment's name on a slant, the initial letters of the two words being green shaded letters. Name of the manufacturer is above this in smaller black script.

Appearance on Opening: Two-layer assortment of light and dark chocolates in smaller sizes, several pieces wrapped in foil of various colors, and two chewy pieces wrapped in colored cellophane with a foil liner. Stringing is excellent, but the chocolate is dull. Candy is not up to 70c standard.

Findings: Tissue padding between

cover and upper layer. Green and red foil on several pieces, and gold and silver foil liners on two pieces which are wrapped in red and yellow colored cellophane. The wax paper overliner is much too small to protect the candy and should never have been used on this package. Brown layerboard between layers and brown glassine cups. Simple criss-cross divider in bottom layer.

Sales Appeal: Candy seems to be high priced for the quality of the goods. Manufacturer should use a better grade of coating on a 70c seller, as this candy doesn't look like a good 70c worth.

Display Value: Use of the tassel seems to be superfluous on this box as the cord and tassels definitely "take away" from the excellence of the box top design, since they interfere with the customer's view of the illustration. We predict when curtailment regulations make it necessary to remove the outer cellophane wrap from this box, that the illustrative features of the box top will have a better chance to exert a selling influence on the public.

Remarks: Again, the Clinic doubts whether the form of ingredients listing used on this box would be held to comply with the labeling requirements of the Food-Drug act. This is an excellent box in itself and should bring good repeat sales when the candy in the assortment is brought into line with the price asked. It is also hoped that the manufacturer will do something about the wax paper liners to bring them into proper size. The present liners are ludicrous.

Creamed Brazil Nuts

1 lb.—55c

CODE 1542—Description: Cellophane wrapped full telescope box, cellophane secured with gold unprinted seal. Box top is covered with litho paper



printed in brown and lemon. Lettering is reverse white, except the words "brazil nuts" which are in red lettering against the lemon background, as is the illustration in a circle at upper left.

Design: Box top presents an all-over solid brown background, with a single narrow band in lemon color (about 1 in. wide) running horizontally across and down the end walls of the box. This band is about three-quarters of the distance from the top. At the upper left just above this band, is a circle in lemon yellow in which there is a sketch scene of a South American coast area with palm trees, hills in the distance and a spanish type building in the immediate foreground. Illustration of nuts at right, "behind" lemon colored band. Above circle in script lettering, reverse white, is the name of manufacturer. Ingredients listing is on the front side wall with only the words "made with" appearing on the top side.

Appearance on Opening: Light and dark coated chocolate covered, creamed Brazil nuts. Eating quality is fair, as are gloss and stringing. A better grade of chocolate could be used for coating, at this price.

Box Findings: Crumpled tissue for padding between box top and upper layer of candy. Wax paper liner above upper layer and this is again cut too small to cover the candy. Brown glassine cups. Strawboard criss-cross divider in bottom layer, and strawboard layerboard between upper and lower layers, with full coat wax paper between this and bottom layer of candy.

Sales Appeal: Fair, but the candy must be better to command repeat sales at 55c, especially the chocolate coating. Fondant centers were good.

Display Value: Good. The general appearance of the box would be enhanced if this paper design for the box top could be kept in perfect register as it is applied to the strawboard frame. This is particularly important where you are dealing with bands and margins which tend to show up faulty register.

Remarks: A box with possibilities which should become a good seller if the candy is brought up to standard. The general conception of the design is very good.

Assorted Pops

7½ oz. Net—25c

CODE 1642—Description: White telescope box, printed in four colors. Box top is secured by scotch tape. It is die-cut in two rectangular areas above and below the illustrative design, to allow the pops themselves to show through and add color to the appearance. This box also had a cellophane holiday (Valentine) band around it.

Design: The main center panel which remains between the two cut-out areas contains colored illustrations of children holding giant pops in various colors each of which contains one letter of the two words which make up the name of the assortment. At the center, above crossed sticks, is the manufacturer's characteristic signature. Ingredients listing is at the bottom, left; and the type runs over the edge and onto the front sidewall which also contains the manufacturer's name and the descriptive name of the assortment.

Appearance on Opening: Two layers of clear candy pops (suckers) divided by a layerboard of white stock. Each piece is cellophane wrapped, and the stick used is of paper covered with

cellophane with a hollow center. Box contained 24 pieces.

Sales Appeal: This is a very good buy for 25c and should be a good seller in the juvenile market, especially for holiday purposes. It might be well to show, somewhere on the container, that there are 24 pieces in the box—24 pieces for 25c.

Display Value: Good. The die-cut box top is especially effective for display as it permits the fine-appearing candy from exerting its own sales influence.

Remarks: This is a well conceived and attractively executed container for putting a different sales slant on conventional merchandise.

Milk Chocolate Bar

1 oz.—1c

CODE 1742—Description: Red, white and blue wrapper for a sweet milk chocolate bar.

Design: Coated paper printed in red and blue so that a narrow white band appears between the other two colors, giving a red, white and blue effect on the main panel. Printing in this narrow white area is in blue, whereas the copy on the blue and red areas is in reverse white. Patriotic motive, well executed.

Sales Appeal: Should be a fair seller in these times, as it is designated for the juvenile market who are more susceptible to the patriotic motive than older persons.

Display Value: Not unusual, although the colors of this bar on the drug store stand where it was purchased stood out above the many other bars.

Remarks: The feeling of the entire Clinic was negative as regards using a patriotic packaging motive to sell more candy, especially penny bars. This is quite different from putting a patriotic design on package goods that is designated for mailing to the boys in the armed service, although even here, the candy manufacturer might remember that the boy in camp is seeing plenty of the military and patriotic motive without having it come to him, too, in the food and dainties he receives from the folks back home. As one member expressed his feeling about patriotic wraps for bars, gum, etc., the idea goes "against the grain of that deeper inner feeling of patriotism which is so closely akin to our religious feeling." That a definite play to the patriotic market has been made for this bar is indicated by the degree to which the word "American" is emphasized.

"V" Caramels

½ lb.—10c

CODE 1842—Description: Wax paper wrap imprinted in two colors.

Design: The overall design of each individual wrap is made up of a number of ruled off squares in which the





Shipped to all parts of the United States from our Specialty Department where they are produced on high speed machines of our own designing. What better evidence can we offer as to QUALITY, SERVICE and PRICE?

Boats (plain and printed) and dividers (chocolate and white) are but two of the many products in the Sweetone line. Also dipping papers, box liners, globular parchment, die cut specialties, glassine, waxed papers.—Flossine, Decopad, and Padsit the three famous candy paddings.

LET US QUOTE ON
YOUR REQUIREMENTS

(If we are not already supplying same)

GEORGE H. SWEETNAM, INC.

282 - 286 PORTLAND STREET
CAMBRIDGE, MASS.

"V" for victory and the . . . — alternate on white and red and blue areas, respectively. The tuck-in sides of the wrap contain the name of the manufacturers and the ingredients listing.

Display Value: These caramels are sold in bulk, and they make a very colorful and attractive spot in the counter cases alongside of other conventional bulk candy items.

Sales Appeal: Not unusual, although there might be a certain attraction for those customers who, in times of stress, go "overboard" in their attempts to show how patriotic they are.

General Remarks: The Clinic did not experience the violent reaction to this wrap that was felt in the case of a bar previously seen which so obviously was designed to catch the patriotic buyer. In this case, the "V" for victory motive, while it was not considered particularly outstanding as a merchandising idea, was nevertheless given tacit approval, perhaps because the whole "V" for victory idea is British in origin and has not caught on in the U. S. to the extent that it is promoted in England. While the manufacturer here, too, used the red, white and blue motive, it was subdued by contrast with the other design elements.

Crunch Milk Chocolate Bar

1½ oz.—5c

CODE 1942—Description: Milk chocolate bar wrapped in a brown glassine

liner having a band wrap in red, white and blue. The reverse side from the main panel contains advertising copy in red and blue against a white background for the manufacturer's semi-sweet chocolate used in "toll house" cookies.

Design: The main panel consists of two blue areas separated by a wide white area. In the upper blue band the name of the manufacturer is in reverse white lettering. In the white area, the name of the bar and other descriptive copy is printed in alternate red and blue lines. Below this, in a narrower blue band area, is a repetition of the manufacturer's name, the bar's name, and the price, in reverse white lettering.

Appearance: This bar was selected for discussion principally to compare its inner wrap of tan glassine with the former silver foil inner wrap. The selection of color for the glassine wrap is disappointing by contrast with the former foil wrap. This particular color deadens the whole wrapper.

Sales Appeal: It will be interesting to see how the change from foil to tan glassine will affect the sale of this bar, which has enjoyed great favoritism by the bar buying public.

General Remarks: Here again, we have a wrap incorporating the red, white and blue motive, but it seems doubtful that the manufacturer's idea is to catch the patriotic market. If this was the idea, the execution of the design fails in accomplishing that pur-

pose. The predominant color is blue and white, and the red serves only a very incidental purpose of contrast.

Assorted Chocolates

1 lb.—65c

CODE 11042—Description: Cellophane-wrapped telescopic box with a slight extension edge at the bottom. Box top has slanted corners along the long side walls forming a beveled edge, while the end walls have the conventional square corners. Ingredients label of gold imprinted in black is attached to the outside of the cellophane wrapper. The entire box is covered with a wood grain paper.

Design: The wood grain effect of the box covering paper forms an integral part of the overall design. Side walls are decorated with scroll effects in white, with very small flower effects in red, blue and yellow. The main panel of the box top is framed in this same scroll-flower design. In the center is a Grecian urn in white, containing flowers in yellow, blue and red. Underneath this urn is the characteristic trade-mark name of the manufacturers. On the slanted front portion is the name of the assortment in blue script lettering.

Appearance on Opening: Two layers of light and dark chocolate-covered pieces with a wide variety of centers. Good gloss, very good stringing, and

good eating. Two white panned pieces at center of upper layer.

Findings: Light weight embossed pad with paper underliner between box top and upper layer. Embossed liner complete around candy. Brown glassine cups. Layerboard between upper and lower layer. Bottom layer is divided into nine compartments by a simple brown divider having two strips running down the length of the box and two running crosswise so as to form compartments for three single pieces at each end.

Display Value: Excellent. This box gives the appearance of class which would cause the customer to expect a much higher priced candy. The whole design and shape of the box are so quietly dignified that the assortment should never fail of steady demand.

Sales Appeal: The appeal of this box lies, we believe, in the various elements which will give it good repeat business—the surprise element when the price is learned, the good taste of the package design, the reputation of the manufacturer, and the excellence of the candies themselves.

General: One of the points which the Clinic questioned in connection with this package was the policy of pasting the ingredients label to the outside of the cellophane wrap. These labels are probably all so securely attached that they would never come off, but strictly speaking, is not this practice contrary to the regulations covering placement of the ingredients label in the Food-Drug Act? Further, now that cellophane over-wraps have been ruled out by the WPB, where can the manufacturer place this ingredients listing on the present box and still retain all the good features of the design? Regardless of these considerations, however, the box as the Clinic saw it, is one of the best packages by a wholesale manufacturer that the Clinic has examined in a year.

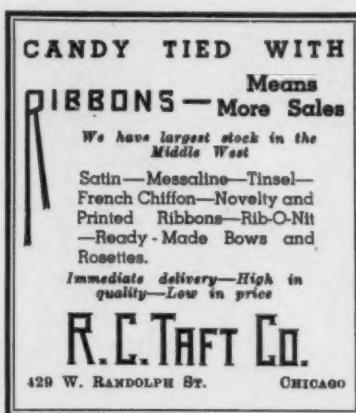
Valentine Novelty

4 oz.—29c

CODE 11142—Description: White square telescope box covered with a grained paper, and tied with red ribbonzene in simple criss-cross with a large bow. Copy on the box is done without thought of embellishment, in plain type printed in red.

Appearance on Opening: Nested in shredded cellophane is a moulded hollow chocolate heart hand wrapped in red foil. Heart is filled with motto heart mints. This heart is again tied with a red ribbon, so that the cover stays securely attached to the body of the piece, since both are individually foil-wrapped.

Remarks: As a novelty for St. Valentine's day this package is well conceived, but too much of the retail price of 29c, we believe, is represented by the packaging. Novelty merchandise of



this type commands a higher price, generally, of course, but even for a novelty piece such as this, the price of 29c seems quite out of line.

Novelty Heart

1 1/2 oz.—10c

Code 11242—Description: Solid chocolate heart moulded with a vine design on the top side. Heart is wrapped in red cellophane inside of which there is a silver pyroxolin paper arrow running diagonally across the piece. Tied to the cellophane with a narrow red ribbon is a small white slip of paper containing the ingredients listing.

Remarks: This is a well made piece, good eating chocolate, and well packaged. Price is in line with other merchandise of this type offered exclusively for holiday purposes.

Assorted Cream Chocolates

1 lb.—65c

Code 11342—Description: Cellophane wrapped extension-edge telescope box covered with white litho paper embossed with gold. The box itself is tied with a silk cord having two tassels. Lower extension edge is gold.

Design: Predominant color of this box is white, but there is a solid gold band about 1 1/2 in. wide running completely across the upper portion of the main panel and down the side walls. Running out of this solid band at the lower left is a criss-cross pattern which expands as it gets to the bottom edge of the main panel. There is also a small area of this design at the upper right. Both design areas run down onto the side and end walls. Above the solid gold band is the name of the assortment, in thick script lettering. At the right, underneath the gold band is the manufacturer's name and other descriptive copy, and running along the bottom edge of the main panel, at the right, is script lettering further describing the assortment. List of the centers and pieces is on the bottom of the box, also in gold type. Ingredients label

attached to outside of cellophane over-wrap.

Appearance on Opening: Two layers of cream center chocolates of medium dark color. Pieces have excellent gloss and stringing. At the center is a small cluster of white panned pieces, to give a spot of color in the large area of brown. Bottom layer contains same types of pieces, with the exception of the panned items.

Findings: Watermarked liner completely around candy. Thin embossed pad with paper underliner between cover and top layer. Brown glassine cups. Brown layerboard. Thin wax paper between layerboard and bottom layer of candy. Brown paper criss cross divider in bottom layer.

Sales Appeal: This is excellent candy in an attractive box, attractively priced. It should receive good initial sales and better-than-average repeat business.

Display Value: Good. There is something clean and uncluttered about this design that makes it attractive, even though the general box shape and the execution of the design is not particularly outstanding.

Remarks: Here again, the manufacturer has attached the ingredients label to the outside of the cellophane over-wrap. However, when the time comes to place the listings elsewhere because of the elimination of the over-wrap, the problem will not be too great. The listing can probably be incorporated in the same gold type used elsewhere on the box and placed directly under the words "assorted creams" at the lower right corner, with the bulk of the list carrying over to the front side wall. Particularly pleasing was the execution of a design which permitted use of a tasseled cord in such a way that it does not interfere in any way with the appearance of the box and with the sales compelling features of any part of the design.

Toffee

2 oz.—5c

CODE 51340—Description: Counter merchandiser containing twelve 5c rolls of toffee wrapped in gold foil with a flint paper label. Each roll contains 10 pieces individually wrapped in waxed paper. The merchandiser is a die cut cardboard folding box so cut as to give a "flag" at the back. The counter merchandiser is printed in orange, blue and white. The label on the individual rolls is red printed in gold and black.

General Remarks: Use of the red band against the blue background of the "flag" makes this a very appealing counter piece. The rolls themselves look like a very good 5c worth and the candy pieces are well up to the standard to be expected under this trade mark. The Clinic has no suggestions to make for the improvement of either the wrapping of the individual rolls or of the counter merchandiser in which they are offered.

Mohlman Head Package Machinery



G. A. Mohlman

G. A. Mohlman was named president of Package Machinery Co., Springfield Mass., according to an announcement made on February 5. He succeeds Roger L. Putnam, who was made chairman of the board of directors of the company. Mr. Mohlman has been vice president of the company since 1919 and is well known throughout the many industries in which the company's packaging machinery is used, and in Packaging circles generally. At the same election in which

Mr. Mohlman was elected to the presidency of the company, four new vice presidents were named. They include Rose S. Clark, E. Lovell Smith, Tom Miller and George C. Ferver.

Packaging Conference in New York, April 14-17

The most urgent of packaging problems—that of efficiently utilizing existing materials and developing substitutes for restricted materials—will be authoritatively and exhaustively examined at the 12th Packaging Conference, to be held at the Hotel Astor, New York, April 14 to 17. At the Packaging Exposition, held in connection with the Conference, the most recent advances in substitute materials and in techniques of packaging, packing and shipping, will be presented by leading suppliers of equipment, materials and machinery. Awards of the All-America package competition will also be made at the Conference. The competition itself opened January 2 and runs until April while the judges examine some 20,000 packages of all kinds which have been submitted in the competition. A new annual packaging award will be made this year and hereafter, according to the American Management Association, sponsor of the Conference. The award will be known as the AMA Packaging Award and will be made on the basis of 10 characteristics: Display visibility; buying information; consumer convenience; use of color; use of typography or lettering; beauty of design; merchandising information; construction ingenuity; production economy, and use of materials.

Credit Conference Held Recently in Chicago

Fourth annual Midwest Credit Conference of food and confectionery manufacturers was held at the Knickerbocker hotel, Chicago, January 23. William L. Ayers, managing editor of the Chicago "Journal of Commerce," was the principal speaker. Discussion of the credit problems of confectionery manufacturers formed the major part of the afternoon program, with Miss Irene Austin, Thinshell Products, presiding. Jack Kimbell, Kimbell Candy Co. and chairman of the manufacturing confectioners credit group, made the address of welcome. The round table discussion of confectionery credit which occupied most of the time, was in charge of I. R. Wagar, E. J. Brach & Sons, who acted as moderator. Participants in the discussion were W. H. Hottinger, Jr., Bowey's Inc.; J. C. Moore, Stokely Bros. Co.; A. P. Brigham, Pet Sales Co.; and F. E. Sauer, Peerless Confection Co.



5003 MR
Drum Major
Rabbit

EASTER NOVELTIES

A complete line of
STUFFED TOYS, POPULAR PRICED

Stuffed Toys, Easter Bunnies and Novelties. Illustrated Catalog will be mailed on request.

Christmas line on display during Ameri-
can Toy Fair, Room 836, Hotel McAlpin,
also at factory showroom.

**ARROW FUR CO.
INC.**
142 W. 24 St.
New York, N. Y.

CONFECTIONERY BROKERS

DONALD A. IKELER

2029 E. Main Street
KALAMAZOO, MICH.

Territory: Michigan

H. L. BLACKWELL COMPANY

P. O. Box 3040 — Sta. "A"
EL PASO, TEXAS

Territory: Texas, New Mexico and Arizona

IDEAL

WRAPPING MACHINES

FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS
AND PRICES

IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.



It takes a lot of
"Knowing How" to make
fine Chocolate Coatings.
We've been at it now for
more than four and
one-half decades.

HOOTON CHOCOLATE COATINGS

HOOTON CHOCOLATE COMPANY
NEWARK, NEW JERSEY - EST. 1897

Albert Horowitz of Up-To-Date Dies

Albert Horowitz, president of the Up-To-Date Candy Manufacturing Co., New York, died at his home in New York, December 17, following a heart attack. He had been ill only a short time. In his death, the candy industry has lost one of its leading figures, for Mr. Horowitz has been active in the industry for almost 50 years and as head of his company for 40 years. He took an active part in trade affairs, civic enterprise and charitable

activities. Mr. Horowitz served as president of the Association of Confectionery and Chocolate Manufacturers of the State of New York in 1938 and 1939, and as acting president in 1937. He was also a member of the association's executive committee for many years. He took an active part in the affairs of the National Confectioners Association, and had served as a member of the board of directors. A large and representative number of candy men from all branches of the business and the supply

trade attended the funeral which was held at Riverside Memorial chapel, New York, December 19. Interment was at Mount Carmel cemetery, Queens. Mr. Horowitz is survived by his widow, Mrs. Blanche Horowitz; a daughter, Mrs. Mildred Dreitzer; three brothers, Adolph, Alex and Herman; and two sisters, Mrs. Annie Fisher and Mrs. Rose Feldman.

Management Association To Discuss War Problems

A conference to discuss the wartime problems of selling organizations in the industrial and consumer fields will be held by the American Management Association on March 4 and 5, it has been announced. The conference will be sponsored by the marketing division under the direction of Leonard J. Raymond, Dickie-Raymond, Inc., and Harry R. Chapman, vice president, New England Confectionery Co., vice presidents in charge of the AMA marketing division. The sessions will take place at the Hotel Roosevelt, New York. Topics to be discussed will include:

How material changes are affecting lines; how substitutions and reduction in varieties of lines is affecting prices; what companies are doing to reach changing markets; how sales territories are being divided, and many other items of current interest.

As of January 1, 1942, the firm formerly known as Freyberg Bros., Inc., at 212 Fifth Ave., New York, has taken the name of Freyberg Bros.-Strauss, Inc. The firm specializes in ribbons and ties made of pliofilm and other packaging items.



Albert Horowitz



H. R. Chapman

A Complete Pectin
Product for Making
Jellied Candies

READY
to Use
NOTHING
to Add

SPEAS MFG. CO. KANSAS CITY MO



MACHINERY FOR SALE

FOR SALE following used machines: 1 National Cream Cooler and Beater, 1 Mills Ball Machine with 6 Sets Rollers, 1 Mills Drop Machine, 6x8, two sets Rollers, 2 Burkhardt Vacuums with Coils, 600 lb. & 800 lb. Cap., 1 National 6,000 lb. Continuous Cooker, 1 40-Gal. Acme Copper Kettle with Double Stirrer and 2-in. bottom outlet, 2 Steam Jacketed Copper Kettles (40-Gal.), 1 York 6-ft. Batch Roller, 1 Mills Sizing Machine, 1 Hohberger Continuous Cutter. HOHBERGER MANUFACTURING CO., 3300 N. Kenneth Ave., Chicago. 152 West 42nd Street, New York.

FOR SALE—Brand new Foregrove, 26D Universal Wrapper, cello or foil, fold or bunch wrap, any shape, maximum $1\frac{1}{8}$ x $1\frac{1}{8}$ x 1. Infinite variety. Act fast. Address B2426 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

FOR SALE: At DEFLATED prices —Wood Mogul with No. 2 Depositor and 3 Pumps \$250.00. 1—16" Enrober with motor, \$250.00. 1—16" Enrober without feed belt and bottomer \$100.00. 600 lb. National Copper Syrup Cool and Werner Cream Beater \$200.00. 3500 Flat and Two Faced Solid Chocolate Hinged Molds, Regular, Christmas and Easter per lot \$1,000.00. Many other items. Write for full information and complete inventory. Love Manufacturing Co., 621 Railroad St., Johnstown, Pa.

BLANCHER: Jumbo whole peanut blancher in first class condition. Blanches 400 pounds per hour and yields 90-92% whole peanuts. This machine has been used very little, and for further details regarding price etc., write Superior Nut Co., Inc., 581 Rutherford Ave., Charlestown, Mass.

1 SPRINGFIELD DEPOSITOR fully equipped with 4 pump bars; 1 Springfield Simplex Starch Buck, Cleaner and Docker; 1 Caramel Sizing Machine; 1 Model "K" Kiss Wrapper; 1 Revolving Pan; 1 Hard Candy Roller and Dies. J. G. McDonald Candies, Inc., 1481 S. Main St., Salt Lake City, Utah.

MACHINERY FOR SALE

1 NO. 3 Schultz-O'Neill Sugar Pulverizer, without collector. In A-1 condition. Too large for our use. \$250.00. Spangler Candy Co., Bryan, Ohio.

FOR SALE: Package Machinery Model KH Long salt water Taffy Wrapping machine and Hildreth Pulling Machine. May be inspected while in operation. Box No. 2427 c/o MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

FOR SALE: Bauer Split Nut Blanching Machine. Late Model. Excellent Condition. Box No. 2428. c/o MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

FOR SALE: Package Machinery Co. FA-2 Wrapper. Purchased recently, in excellent condition. Address Box No. 24210 c/o MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

FOR SALE: Hohberger continuous cooker, 1200 lb. cap. Hohberger seamless ball machine. Discontinuing this department and other miscellaneous machines. Must move immediately. Address Box No. 24211, c/o MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

ONE Model "K" Kiss Wrapper; One Hildreth Form 3 Pulling Machine, Address A1424. THE MANUFACTURING CONFECTIONER, 400 West Madison Street, Chicago, Illinois.

THREE-FOOT Dayton Cream Beater for sale. Also 3-foot ball cream beater, 5-foot ball cream beater, 16" National enrober. Savage 40 gal. Marshmallow beater, Racine cream maker with 3 H.P. Mtr. Address D. B. Lewis Co., 3402 Avalon Blvd. Los Angeles, Cal.

MACHINERY FOR SALE

FOR SALE: Racine pop machine with one set of penny rolls. Steam jacketed copper kettles, gas furnace with blower and motor, 2 ton Phoenix ice machine, steel slab rods. H. L. Feldman, 15610 S. Moreland Blvd., Cleveland, Ohio.

MACHINERY WANTED

WANTED: National Steel Mogul, Chocolate Melting Kettles. Advise size, condition and best cash price in first letter. Box No. 2429 c/o MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

ONE CARAMEL wrapping machine wanted, $\frac{3}{4} \times \frac{3}{4} \times \frac{1}{2}$. Could use other caramel making equipment if price is reasonable and in good condition. Also could use one wrapping machine for $\frac{5}{8}$ " diameter candy roll. Give full description, condition, price for cash. St. Clair Co., 160 E. Illinois, Chicago, Ill.

WANTED: Pop Wrapping machine. State age, condition and cash price. Address L12411, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

WANTED: 5-10 or 15 ton air conditioner unit. State particulars and price, Address L12412, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

WANTED: National Equipment No. 2 Depositor, with 12, 18 or 24 outlet pump bars. Palmer Candy Co., Sioux City, Iowa.

AUTOMATIC CHOCOLATE-molding machine wanted for small cream filled pieces. Address K11412 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

WANTED: Liberty electric bon-bon tables. Address Dimlings, 801 Liberty Ave., Pittsburgh, Pa.



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

HELP WANTED

EXPERIENCED CHOCOLATE
man wanted for revolving pan work for New York City, Address B2421 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

MOGUL FOREMAN wanted. Working foreman for cream, gum, and mogul department. Real opportunity for proper man. Transportation paid. E. Rosen Company, 296 Charles St., Providence, R. I.

GENERAL MANAGER WANTED:

One with experience in candy manufacturing. Must be able to take complete charge of the operation of our business. Must have administrative and merchandising experience, costing, production control and all interior executive functions. A real opportunity for the man who can qualify. Give references. Signed, The Runkle Co., Kenton, Ohio.

COST ACCOUNTANT WANTED.

A man with good candy experience who has been associated with a general line plant. Excellent opportunity for a man with ability. All inquiries will be treated confidential. Address Sweet Candy Company, Salt Lake City, Utah.

WANTED—Pan man to take care of large pan department. One who understands chocolate work, steam and cold grossing work. State age, experience, salary expected. Address A 1422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

WANTED: Experienced pan man capable of manufacturing and supervising small pan department near Chicago. In writing please state qualifications, experience, and wages desired. Address L12413, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

FORELADY—Candy and Chocolate Packing—One capable of handling 30-60 girl packers. Bulk as well as Fancy Spread packing. Must have experience and good conception modern efficiency in handling help. Long established factory in Metropolitan New York. Address A1425, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

POSITIONS WANTED

WORKING OR EXECUTIVE superintendent wants position. American, age 48. Practical candy maker, good cost man, know raw materials and up to date processing methods, understand modern equipment and can control help to secure maximum output at a low cost. Can produce merchandise of quality in all staple lines. Prefer a connection with a general line firm or one making bars and bulk items for the jobbing and chain store trade and have a live selling organization. Address B2425 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

RETAIL CANDY MAKER wants position. Thirty years of practical experience as superintendent and working foreman, supervising the manufacture of highest quality candies. A most wonderful line of high class retail stores. Prefer small shop, well equipped, where quality is first consideration. American, sober, past 45. Have several years of experience in candy sales and store management. Please give full particulars regarding shop equipment, number of employees, salary paid, etc. Address B2424 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

HIGHLY EXPERIENCED candy man, just out of draft age, would like position south or west in any size plant. My lines are: First class chocolate package goods, pan work, gums and a general line. Also experienced in allied line—fountain supplies, ice cream supplies, etc. Address B2423 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

POSITION WANTED—Working foreman with broad experience in high grade caramel and cream work. have own formulas for complete retail chocolate line. Have also experience in making fancy ice cream and sherberts. Write C. Bockmann, 409 Third St., Red Wing, Minn.

CANDY MAKER superintendent wants position. Sober, steady and honest, past draft age with years of good practical experience. Address B2422 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

POSITIONS WANTED

GENERAL MANAGER—sales manager, fully qualified as either, or both, through 20 years' experience in the candy industry, from cost accountant to general management. Conversant with manufacturing general line, bar specialties, and package goods. Thoroughly familiar with present day methods of distribution. Excellent record of accomplishment. Confidential. Address A 1423, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

CHOCOLATE ENROBER man desires position with responsible firm. Has had 20 years experience in the candy industry. Family man, in good health, willing worker, and a naturalized citizen of the U.S. Address K11-414 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

EXECUTIVE with long experience in confectionery field is available for connection with manufacturer. Experience embraces general line and specialties in all departments, including sales, production purchasing and cost accounting departments. Permanent connection desired but will consider specialized service. Address K11417 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

POSITION WANTED by all around retail candy maker. Especially well qualified and interested in producing a complete assortment of fine chocolate centers, Rolled and cast creams, butter creams, nougats, combinations, chips, crunches, chewy and hard centers, cordialized fruits, etc. Also bonbons, crystallized items, cream wafers, mit brittles, caramels, roll goods, pectin jellies, plain hard goods, counter goods, specials. A well rounded line for a live, up-to-date retail establishment. Also have a wonderful specialty for department store or resort trade. Writer is American, above military age. Married, strictly sober. Clean and conscientious workman. Available Jan. 1 and later. Any locality considered. References and further details address L12417, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

POSITIONS WANTED

POSITION WANTED—Pan foreman 26 years experience. Expert in chocolate pan work, steam and cold, finishing and polishing general line. Best of references. Address L124112, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Illinois.

YOUNG MAN with practical experience in all phases of pan work, juju beans and tender jellies, seeks a position with a promising future, immediate earnings secondary. Address A 1422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

RETAIL CANDY MAKER wants position. Thirty years of experience in making and supervising the manufacture of highest quality candies, hand roll and cast creams, a very complete line of hard and soft centers for dipping, full line of counter goods, fudges, brittles, crunches, nut goodies, French chocolates, Russian chocolate mints, maple and creole pralines, French burned and creole almonds, nougats, caramels, butter wafers that are different, assorted mint wafers. Am practical consultant, all around retail man, American, reliable, permanent connection most attractive. Address J10417, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

FOOD CHEMIST and technical man now employed by one of the largest manufacturing confectioners. Raw materials and finished goods, quality control and analysis, including vitamin and medicated products. Knowledge of processing, packaging, cost work, manufacturing, and production work. Can apply laboratory findings to production problems. Address J10411, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

ENGLISHMAN wants position. Expert working foreman in all hard candies. Specialist in economic production of large variety in plastic and other work with fruit and various centers, dipped nut specialties. Good organizer with constant flow of original ideas. Life experience. New York preferred. J10419 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

POSITIONS WANTED

FIRST CLASS candy maker with 17 years of experience desires position as assistant superintendent. Living in Illinois. Young age. Capable of producing quality and quantity at minimum cost. Specilized in fine cream center and hard center, soft caramels, jellies and full line gum department, marshmallows, mazetta, crystallize cream wafers, full line of fondant cream. Best reference. Position must be steady. Address L124110, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

A POSITION wanted in a concern either in charge of sales or production or both, where I could gradually buy into the firm. Very capable of promotions and creating new quality candies. Address J10413, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

SALES REPRESENTATION

WANTED Candy brokers. Leading manufacturer of general line of hard candies, bulk and wrapped, including pops—has territories open. Give full particulars regarding territory covered and lines now carried. Address L124111, c/o THE MANUFACTURING CONFECTIONER, 400 West Madison Street, Chicago, Illinois.

BROKERS WANTED for most complete and attractive new line of high grade hand-dipped packaged and bulk chocolates. You will be furnished with real business-getting merchandising ideas. In reply state lines now carried, territory covered and how often. Address L12414, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

ACTIVE and sincere brokerage representation of a high quality, beautifully boxed line of packaged chocolates, established for thirty years. Until recently, sold exclusively by direct representation. Several excellent territories still open for the right man. Please make your application complete as possible giving all personal qualifications as well as detailed information concerning your territory and the class of trade you call on. Also, other lines you carry. Address L12416, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS



SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in outer boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls
Tying Ribbons-All Colors & Widths

Scotch Tape
Clear & Colors
Diamond "Cellulose" Products
Harry L. Diamond
Sales Representative
1409 So. Michigan Ave. Chicago, Ill.

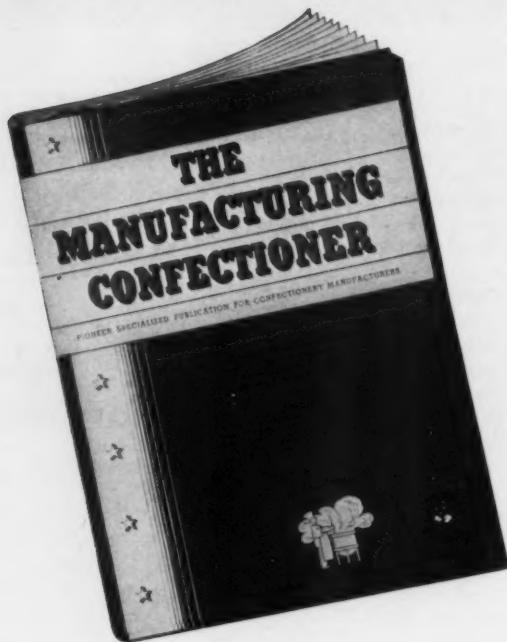
SALESMAN covering Pennsylvania excluding Philadelphia will consider taking on a short line or several good specialties on straight commission basis. Seventeen years experience and large personal following with the trade. Address K11415 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

BROKER WITH associate, covering metropolitan district of New York calling on the confectionery jobbers, food distributors, chains, department stores and exporters, is seeking a general line of confectioner or specialties. Reliable service Guaranteed. Address H8419 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

BROKERS WANTED to sell two unique $2\frac{1}{2}$ lb. and 5 lb. boxes of chocolates for the holidays, California Fruit & Nut Centers, and Hollywood Ruff Stuff, to the jobbing and department store trade. Give reference and territory expected. Address 19419 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

NEW factory manufacturing full line of popular priced specialties and chocolates both package and bulk, is desirous of securing real live brokers. Write us in full confidence giving your qualifications, exact territory covered and other lines carried. Address L12415, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

Accuracy-Reliability-Authority



IT IS important to keep abreast of events in your industry if you want to maintain a good competitive position. Your business publication, the one actually covering the field of your interest, brings you essential information at a minimum of time and expense to yourself.

In THE MANUFACTURING CONFECTIONER you have a publication which keeps you so informed — reliably, accurately, regularly. It deserves your support.

Candy men actually on the production line know that THE MANUFACTURING CONFECTIONER is their most authoritative source on what's what and why in candy production and processing methods and procedure. They endorse it wholeheartedly.

YOU, too, should join the ranks of the progressive manufacturers who read the Industry's only publication dealing exclusively with the manufacturing branch of the Candy Business.

SUBSCRIBE TODAY!

USE COUPON BELOW!

THE MANUFACTURING CONFECTIONER PUB. CO.
400 W. Madison St., Chicago, Ill.

Please enter my subscription as indicated—
1 year, \$3.00 2 years, \$5.00 Canadian, \$3.00

Name.....
Company.....Position.....
Address.....
City.....
State.....

Index to Advertisers

Acme Coppersmithing Company.....	00
Arrow Fur Co., Inc.....	37
Avlon's Flavors	20
Baker Importing Company.....	27
Blackwell Co., H. L.....	37
Blanks-Baer Exrt. & Pres. Company.....	00
Burke Products Company.....	00
Burrell Belting Company.....	25
California Fruit Growers Exchange...6, 19, 2nd Cover	
Clinton Company, The.....	00
Corn Products Sales Company.....	6
Currie Manufacturing Company.....	00
Diamond Cellulose Products.....	41
Dodge and Olcott Company.....	00
DuPont de Nemours Company.....	31
Economy Equipment Company.....	00
Florasynth Laboratories, Inc.....	00
Fritzsche Brothers, Incorporated.....	4
Funsten Co., R. E.....	00
General Drug Co.....	26
J. W. Greer Company.....	7
Handler and Merkens.....	27
Hinde and Dauch.....	00
Hooton Chocolate Company.....	38
The Hubinger Company.....	26
Ideal Wrapping Machine Company.....	37
Ikeler, Donald	37
Lehmann and Company, J. M.....	22
Long and Company, J. B.....	00
Lueders, Geo. and Company.....	21
Magnus, Mabee & Reynard, Inc.....	10
Merck & Co., Inc.....	3
Merckens Chocolate Company.....	27
Monsanto Chemical Company.....	3rd Cover
National Alinine and Chemical Co.....	8
National Equipment Co.....	4th Cover
Oakite Products, Inc.....	26
Package Machinery Company.....	28
Penick and Ford, Ltd., Inc.....	22
Pfizer and Company, Charles.....	25
Polak's Frutal Works.....	23
Riegel Paper Company.....	00
Ross and Rowe.....	27
Savage Bros. Co.....	9
Setter Bros., Inc.....	00
Spears Manufacturing Company.....	38
Staley Mfg. Co., A. E.....	00
Standard Synthetics, Inc.....	8
Sweetnam, Incorporated, George H.....	35
Sylvania Industrial Corporation.....	00
Taft Company, R. C.....	36
Thomas, H. Carlisle.....	00
Union Standard Equipment Company.....	00
Vacuum Candy Machine Company.....	26
White-Stokes Company	00



"It gives me pleasure to advise you that your organization has been chosen to receive the flag of the Bureau of Ordnance and the Navy 'E' pennant in recognition of your outstanding efforts in the production of ordnance materiel vital to our national defense. Recent events have made this award of even deeper significance than any which have been made in the past."

Secretary of the Navy Frank Knox, in a letter to Monsanto.

"E" stands for teamwork!

Among the crews of Uncle Sam's warships and naval planes, the Navy "E" is one of the most coveted and respected honors the men of a single gun turret or an entire battleship can win.

It is a symbol, not of individual brilliance, but of championship teamwork . . . teamwork that only long, gruelling hours of actual practice could perfect.

The same tradition governs the award of a Navy "E" to an industrial plant.

The "outstanding jobs" which win an Ordnance Bureau flag and "E" pennant are not the work of one brilliant "lone wolf" in the research department—or a single, capable executive. They are the result of teamwork that only starts with the quarterback in the front office and includes every man in the organization to the policeman on the

plant gate . . . teamwork that only long years in the peacetime service of industry could perfect to the peak of efficiency demanded by a nation at war!

Monsanto is proud to fly the Navy "E" in recognition of past performance . . . glad to accept the responsibility it imposes for future performance. MONSANTO CHEMICAL COMPANY, ST. LOUIS, MISSOURI.



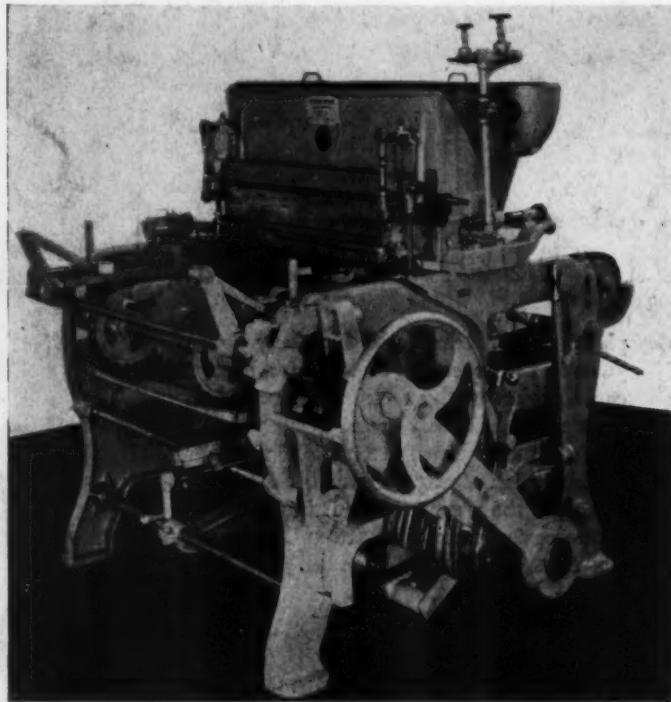
SERVING INDUSTRY . . . WHICH SERVES MANKIND

For All-Out EFFICIENCY

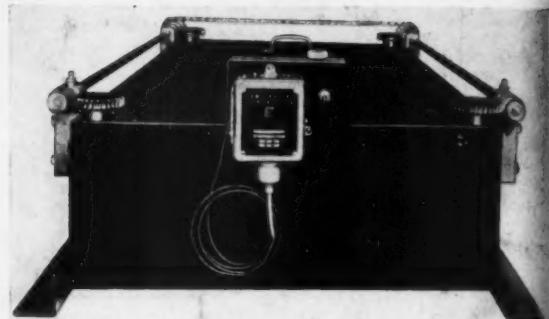
All of our resources and labor are required to meet the tremendous war production plans now in progress.

The labor shortage is being felt in all industries, and every effort should now be made to eliminate inefficient machines and methods.

National Equipment's reputation for dependable and efficient machinery makes it first choice for your plant. The automatic decorator, and the harmonic motion steel mogul depositor equipped with the NEW hydro-seal pump bar are doing their part in keeping down production costs and releasing labor for vital war work.



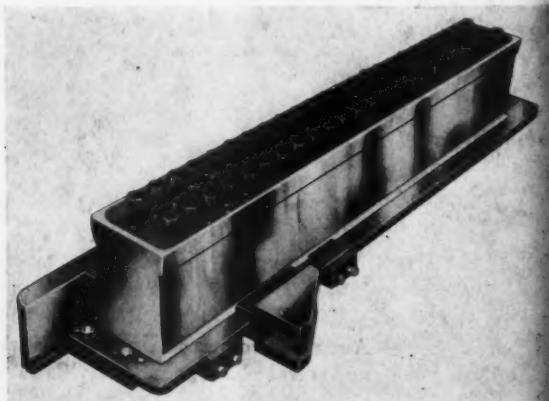
To avoid expensive delays, we advise you to place orders now for present and future replacements of wire and canvas belts, and other machine parts. Parts Catalogs for any of the National Machines will be sent upon request.



Patent Numbers 1956306 and 1956307

AUTOMATIC DECORATOR, that will produce hand stroke effects without operators.

It is equipped with an Electric Automatic thermostatic control assuring perfect operation regardless of surrounding temperature. A sturdy compact self-contained unit that can be installed in 15 minutes—no steam or water piping required. For 16"—24"—32" 40" and 48" enrober or coater.



Patent granted January 14, 1941

HYDRO-SEAL PUMP BAR—No Washers—No Wear—Sanitary—No Soaking—consistent weight deposits—A new development that completely eliminates washers and its attendant troubles. Avoid future delays and assure uninterrupted production by replacing your worn and defective pump bars now with HYDRO-SEAL Trouble-Free Pump Bars.

Single, double, triple and quadruple Pump Bars, in all sizes and number of pistons to replace bars on any type National Depositor.

← STEEL MOGUL DEPOSITOR equipped with harmonic device that synchronizes the various operations of the mogul and cuts down vibrations so the machine can be speeded up without additional strain. Can be adjusted while running.

NATIONAL EQUIPMENT COMPANY 153-157 CROSBY STREET

NEW YORK, N.Y.

ALWAYS BUY NATIONAL MACHINE PARTS. Built to the same gauges and jigs your machines were built on. Twenty-five thousand different parts in stock. Our vaults of drawings and our pattern storage are your guarantee against orphan machines.

effects

control
ature.
l in 15
"—32"

military—
development
oubles.
by re-
YDRO-

ces and
national

ce that
s down
ditional